

SUMMER LIST 1955

(Items for Summer or Fall Sowing Only)

SB115
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Geo. J. Ball
INC.
WEST CHICAGO
ILLINOIS
Phone 299

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50th Anniversary Edition

1955 marks our 50th year of service to the florist industry. From humble beginnings on rented property near Chicago, Geo. J. Ball, founder and president until his death in 1949, established an organization well equipped to serve your every requirement in flower seeds, plants, and bulbs. Our modern greenhouses shown above are equipped and used largely for development of new varieties, testing and plant improvement—your assurance that Ball strains are

"All the best—nothing else."

OPEN FOR
FULL AIR
VIEW

"Flower Seeds for Florists"

Home Gardeners Look to Florists For

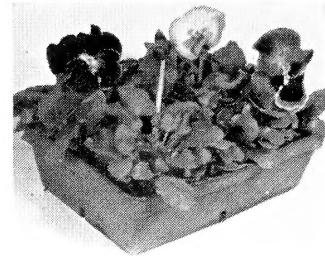
25,000 seeds per oz.

Push quality Pansies as a leader for spring bedding plant sales. There has always been—and always will be—lots of “cheap Pansies” available to the buying public. Many of our seed customers have reported their best success in handling Pansies has been in stressing quality.

We feel strongly that the most effective way a florist/grower can compete with the low price grocery store Pansy business is to **offer a better quality plant and get a better price.** You can usually get a better price because people look to a grower for better quality.

GROW PANSIES IN MARKET-PAKS

Our new growing-selling Market-Pak container is ideally suited for Pansies, and is being widely used for that purpose. Plant six to a box. Husky blooming plants can retail for 40c-50c. No digging and wrapping—minimum of sales time and effort. The modern way is the packaged way.



SEPARATE COLORS

Alpenglow. Mahogany with dark center.

Berna. Dark velvety blue.

● **Coronation Gold.** The finest, clear golden yellow.

Delft Blue. Porcelain-blue; a prized and unusual Pansy color. Flowers rather small. Particularly free flowering.

Firebeacon. Bright, flaming orange with dark center.

Giant Orange. Light orange; similar in color to *Viola Apricot*.

Jet Black. 80% of the flowers are a true black throughout the spring, the purple undertone not becoming apparent until hot weather. Unusual grown with white Pansies.

● **Lake of Thun.** Large flowered blue with darker center.

Mont Blanc. Ivory-white with small yellow eye.

● **Raspberry Rose.** Soft pink with contrasting velvety blotch.

Redwing. Red and yellow petals, dark center. Orig. seed.

Rhinegold. Large flowered yellow with dark center.

Prices above 12, each:

Tr. pkt., 80c; $\frac{1}{8}$ oz., \$2.00; $\frac{1}{4}$ oz., \$3.50; 1 oz., \$11.00.

Blue Butterfly. Blue and white. An improved Lord Beaconsfield.

Tr. pkt., \$1.00; $\frac{1}{8}$ oz., \$2.75; $\frac{1}{4}$ oz., \$5.00; 1 oz., \$15.00.

Paper White. A pure white, rather than the ivory shade of Mont Blanc, with small yellow eye. Very outstanding in our trials.

Tr. pkt., \$1.00; $\frac{1}{8}$ oz., \$3.00; $\frac{1}{4}$ oz., \$5.00; 1 oz., \$18.00.

Pay Dirt. (New.) Large yellow with black lines. Orig. seed. $\frac{1}{16}$ oz., \$3.00; $\frac{1}{8}$ oz., \$5.00; $\frac{1}{4}$ oz., \$9.00.

Redskin. Solid dark red. Tr. pkt., \$1.00; $\frac{1}{8}$ oz., \$3.00; $\frac{1}{4}$ oz., \$5.00; 1 oz., \$18.00.

Originator's Separate Colors

We have definitely proved by thorough comparative flowering trials at West Chicago the general superiority of these originator-grown Swiss Giant Pansies. For flower size, uniformity of color and habit, they are the finest separate color Pansies available.

● **Eiger** (Rhinegold).

● **Hohenfeuer** (Firebeacon).

Blumlisalp (Raspberry Rose).

Berna, Originator's.

Alpengluhn (Alpenglow).

Jungfrau. White.

Monch (Coronation Gold).

● **Thunersee** (Lake of Thun).

● **Roggli Giant Elite Mix** (See 4 best, opposite page).

● **Roggli Straight Color Mix.** Our own mixture of the above Roggli separate colors, blended by formula.

Prices above 10 varieties, each:

Tr. pkt., \$1.50; $\frac{1}{8}$ oz., \$3.75; $\frac{1}{4}$ oz., \$7.00; 1 oz., \$22.00.

CATALOG No. 71—SUMMER 1955—BUSINESS TERMS

DISCOUNTS ON SEED ORDERS (Except Lawn Grass). Cash or C.O.D.

Discount! When cash is enclosed, or on C.O.D.'s: under \$5.00, net; \$5.00 to \$25.00, 5%; \$25.00 and over, 8%. **Bulbs**, 2%.

On Charge Seed Orders! If paid within 10 days from date of invoice: under \$5.00, net; \$5.00 to \$50.00, 2%; \$50.00 to \$100.00, 5%; \$100.00 and over, 8%. **Bulbs**, 2% 10 days.

NO CASH DISCOUNT on Lawn Grass, Plants, Plant Containers, and other Supplies. These items **cannot** be sent C.O.D.

If this is your first order, it should be signed with some **individual's name** in writing. Payment should accompany all orders unless credit has been established. C.O.D. shipments 50% in advance.

All Prices in this catalog subject to change without notice.

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Top Quality Pansies!

"FOUR BEST"

● **Ball Giant Mixture.** This is our finest and most popular bedding Pansy mixture. We blend this ourselves, using the best available strains of Swiss Giants, adding separate varieties to insure a good balance of colors.

Tr. pkt., 85c; $\frac{1}{8}$ oz., \$1.65; $\frac{1}{4}$ oz., \$3.00; 1 oz., \$10.00; 4 ozs., \$36.00.

● **Canadian Giants.** This selection from Maple Leaf Giants contains some of the largest flowers in Pansies.

Tr. pkt., \$1.00; $\frac{1}{8}$ oz., \$1.85; $\frac{1}{4}$ oz., \$3.30; 1 oz., \$11.00.

● **Roggli Giant Elite Mix.** (Pictured at right.) A choice Swiss bedding strain, predominating in rich red and bronze shades with the typical, large, deep blotches. The finest large flowered Pansy. We supply originator's imported seed only. Tr. pkt., \$1.50; $\frac{1}{8}$ oz., \$3.75; $\frac{1}{4}$ oz., \$7.00; 1 oz., \$22.00.

● **Steele's Jumbo Mixture.** We handle the originator's seed of this popular American strain.

Tr. pkt., \$1.25; $\frac{1}{8}$ oz., \$3.00; $\frac{1}{4}$ oz., \$5.10; $\frac{1}{2}$ oz., \$9.20; 1 oz., \$16.50.

America. An exceptionally free flowering mixture with medium sized blooms. Dwarf and extra early.

Tr. pkt., 65c; $\frac{1}{4}$ oz., \$2.75; 1 oz., \$10.00.

● **Ball Giant Mixture Dwarf Strain.** A fine Swiss Giant strain selected for dwarf and compact habit. Tr. pkt., 65c; $\frac{1}{8}$ oz., \$1.40; $\frac{1}{4}$ oz., \$2.75; 1 oz., \$9.00; 4 ozs., \$32.00.

Ball Winter Flowering. A tall growing winter cut-flower variety; at its best from a late summer sowing. Not for bedding.

$\frac{1}{2}$ tr. pkt., 65c; tr. pkt., \$1.10; $\frac{1}{8}$ oz., \$2.75; $\frac{1}{4}$ oz., \$5.00.

● **Color Carnival.** (New.) A remarkable American produced strain of Swiss Giants. Our trials indicate that it is fully equal—and in some respects superior—to best imported Roggeli strain. Large flowers in a superb mixture of colors. Sent out as trials last year labeled "Special Giant Mix."

Tr. pkt., \$1.50; $\frac{1}{8}$ oz., \$3.75; $\frac{1}{4}$ oz., \$7.00; 1 oz., \$22.00.

● **Engelmann's Giant Mixture.** A large flowered and brightly colored strain, many being penciled or veined. Fairly compact growth. We offer originator's seed only.

Tr. pkt., \$1.00; $\frac{1}{4}$ oz., \$4.00; 1 oz., \$14.00.



● **Felix.** Uniformly true to type, with well ruffled flowers of good size carried on fairly dwarf plants. Colors are rich and unusual—including purple, apricot and wine shades together with pastel bronzes and smoky tones difficult to describe. Each flower is marked with the dark "whiskers" characteristic of this strain.

Tr. pkt., \$1.00; $\frac{1}{8}$ oz., \$2.20; $\frac{1}{4}$ oz., \$4.00; 1 oz., \$12.00.

Geneva Giants. A taller, vigorous-growing American strain of Swiss Giants. Tr. pkt., 85c; $\frac{1}{4}$ oz., \$3.00; 1 oz., \$10.00.

Improved Swiss Giants. Predominates in rich bronze and red shades. Tr. pkt., 65c; $\frac{1}{4}$ oz., \$2.75; 1 oz., \$9.00.

"101" Giant Mixture. A choice bedding and basket Pansy of the "English" type. Large flowers in a wide color range on compact plants.

Tr. pkt., 75c; $\frac{1}{8}$ oz., \$2.00; $\frac{1}{4}$ oz., \$3.50; 1 oz., \$12.00.

Maple Leaf Giants. An excellent, extra large flowered strain. Heavy growth with good stems.

Tr. pkt., 65c; $\frac{1}{8}$ oz., \$1.65; $\frac{1}{4}$ oz., \$3.00; 1 oz., \$10.00.

Oregon Giants. A complete mixture of long-stemmed, large flowered Giant Ruffled Pansies. Originator's seed, 200 seeds, 50c; 600 seeds, \$1.25; $\frac{1}{8}$ oz., \$4.00; 1 oz., \$12.00.

Butterfly Hybrids. Ruffled 2½-3-in. flowers, including unusual apricot, terra cotta and rosy orchid shades, are freely produced on vigorous plants. Originator's seed only. Tr. pkt., \$1.25; $\frac{1}{8}$ oz., \$3.35; $\frac{1}{4}$ oz., \$5.60; $\frac{1}{2}$ oz., \$9.75; 1 oz., \$17.75.

● **Ruffled Rainbow.** An unusually uniform dwarf mixture characterized by medium large flowers with distinctly ruffled petals and a wide range of colors.

Tr. pkt., \$1.00; $\frac{1}{8}$ oz., \$2.75; $\frac{1}{4}$ oz., \$5.00; 1 oz., \$15.00.

● **Tigress.** "Miniature Pansies." Reds, yellows, orchids and purples in novel striped and blotched arrangements of at least 3 colors create a striking appearance. Tigress has a very distinct and fine fragrance.

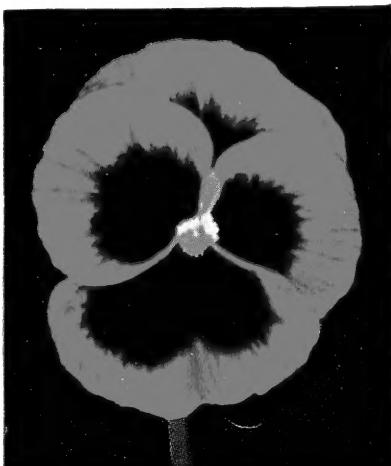
Tr. pkt., 50c; $\frac{1}{4}$ oz., \$1.75; 1 oz., \$5.00.



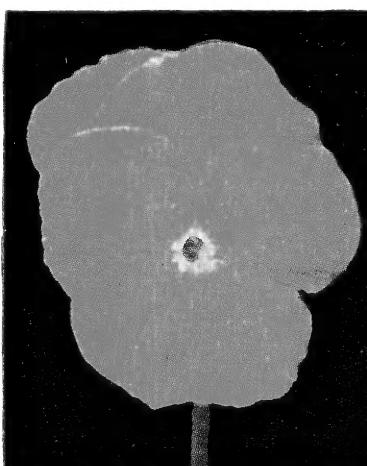
ROGGLI GIANT ELITE MIX

In comparative trials the world over, this unique Swiss grown Pansy strain almost invariably takes top honors for petal substance, deep rich colors, flower size and uniform dwarf growth habit.

ALPENGLOW



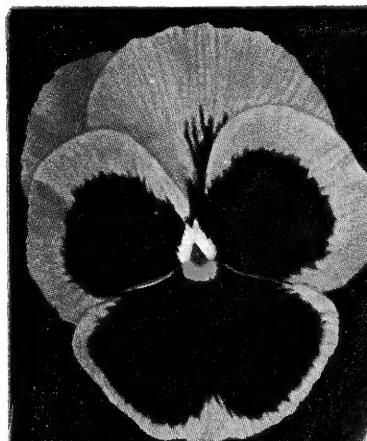
CORONATION GOLD



RASPBERRY ROSE



LAKE OF THUN



Ball Hybrid Snaps

1955 INTRODUCTIONS

From several dozen well tested new crosses, we have selected the three listed here as being worthy of carrying the Ball name. **June Bride** is an outstanding new pure white for single stem summer greenhouse use, while **Flower Girl** is an extremely productive addition to the medium pink group, and **Bridesmaid** might well be described as the popular Peggy Schumann color in greatly improved Hybrid form.

Bridesmaid (No. 44, Exp. Hyb. No. 368X). (Pictured at left.) A clear medium rose reminiscent of Peggy Schumann with exceptionally long spikes of well placed, large florets. A very clean grower with little "grass" and unusually firm stems. Excellent whether grown single stem or pinched.

1/2 tr. pkt., \$2.00; tr. pkt., \$3.50.

Flower Girl (No. 34, Exp. Hyb. No. 359X). Midseason. Long, medium pink spikes carried on clean, firm stems. The smooth, even coloring and good production record of this variety make it an important commercial Snap.

1/2 tr. pkt., \$2.00; tr. pkt., \$3.50.

June Bride (No. 12, Exp. Hyb. No. 352X). The first "hot weather" F1 Hybrid developed for late spring and summer single stem greenhouse use. Under our conditions this new pure white is superior to Rockwood's Crystal White in vigor and spike length. It has hard clean stems and is shatter-proof in the presence of Ethylene gas. Sow from January through June only.

1/2 tr. pkt., \$2.00; tr. pkt., \$3.50.

JACKPOT

BRIDESMAID (New)

HYBRID

YELLOW

Golden Spike (No. 1). A rich, deep golden yellow.

PINK and ROSE

Hercules (No. 21). Pictured below. Light pink for spring. Long spikes with clean, hard stems are big features here.

Holiday (No. 32). Midseason rose-pink.

Pink Monarch (No. 4). Late, rose-pink.

Pink Ice (No. 31). Pictured below. Bright pink with lighter lips; midseason. An excellent hard stemmed variety for growers who want a brighter pink to go with the Christina shade.

Showgirl (No. 42). Midseason, medium dark rose. One of the best in its color class for spring. Shatterproof spikes.

Rosanna (No. 9). Midseason, deep, bright rose.

Jackpot (No. 43). Pictured above. Midseason, medium deep rose. An ideal commercial color with solid stems of medium length carrying long spikes with excellently spaced florets. A heavy producer.

Prices, Ball Hybrid Snaps, each (except mixture): 1/2 tr. pkt., \$2.00; tr. pkt., \$3.50.

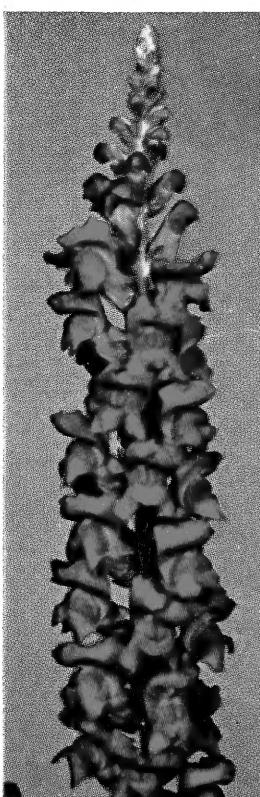
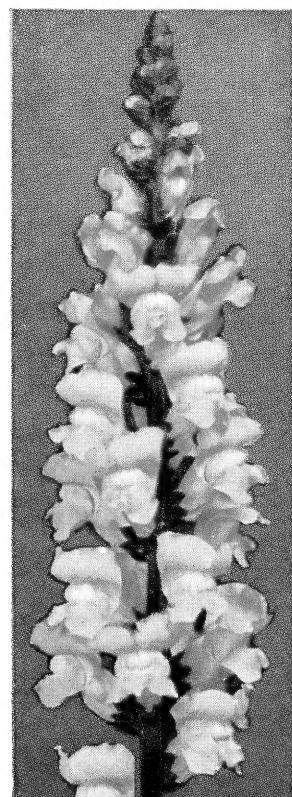
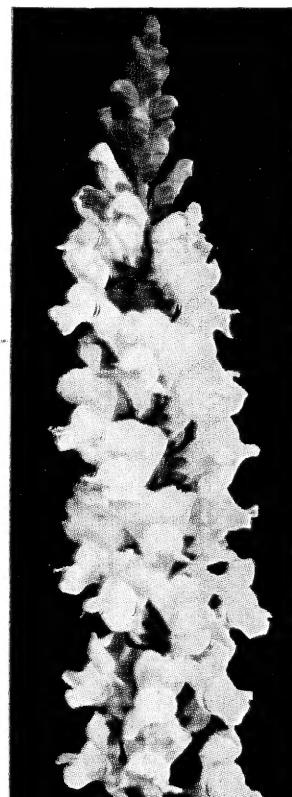
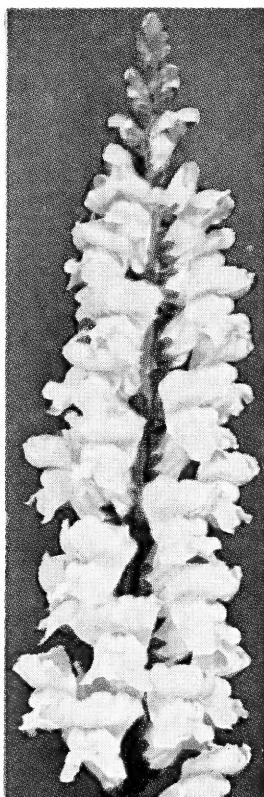
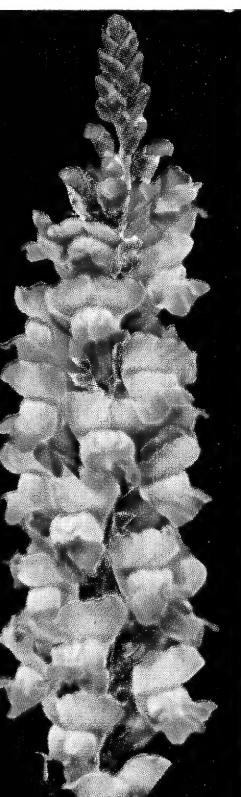
LAVENDER LADY

HERCULES

SNOWMAN

PINK ICE

NAVAJO



OTHER BALL HYBRIDS

HYBRID

WHITE

Pike's Peak (No. 10). Late blooming ivory-white. Exceptionally vigorous with long stems and spikes.

Snowman (No. 5). Pictured below. Excellent midseason pure white. This has won acclaim as the nation's most widely grown pure white for winter and spring.

BRONZE and RED

Indian Chief (No. 6). Midseason scarlet-bronze.

Navajo (No. 8). Pictured below. Midseason bright red. Should be sown a week earlier than other varieties for winter.

LAVENDER

Lavender Lady (No. 71). Pictured below. Deep rosy lavender for late winter and spring.

Esquire (No. 72). Midseason. A bright wine or fuchsia-purple that combines well with whites and yellows.

MIXED

Hybrid Formula Mixed. Mixture of Hybrid Snaps blended by formula. 1/2 tr. pkt., \$1.75; tr. pkt., \$3.00.

Forcing Snapdragons

COMPLETE LIST OF VARIETIES — OUR RECOMMENDATIONS ARE DOTTED

 **All Snapdragons listed on these pages are genuine  varieties except those marked "inbred" which are self-pollinated kinds.** 

ABOUT BLOOMING DATES. Based upon their performances in our greenhouses here in West Chicago, we have classified the Snap varieties listed here as early (E) for late fall and early winter, midseason (M) for midwinter and early spring, late (L) for late spring, and the summer group (S) which indicates those varieties especially adapted for summer greenhouse blooming from May to September.

The dates which follow the season classification for the more popular **early** and **midseason** varieties represent the flowering

dates from an **Aug. 20** sowing grown single stem on raised benches in a 50° night temperature. Blooming dates for **late** varieties are from a **Sept. 9** sowing grown as a pinched crop on raised benches at 50° nights. Remember, though, that conditions vary in different localities and that keeping your own records will prove an invaluable guide in planning future crops. It should be borne in mind that while many of the early and midseason varieties are excellent for late flowering if sown later, late varieties cannot be flowered early unless sown in June in our locality.

WHITE

Tr. Pkt.

● Snowman (No. 5, Ball). M. Jan. 7. Excellent pure white. This has won acclaim as the nation's most widely grown pure white for winter and spring. 1/2 tr. pkt., \$2.00 \$3.50
● Pike's Peak (No. 10, Ball). L. Mar. 24. Strong growing white with slight ivory cast. 1/2 tr. pkt., \$2.00 3.50
● June Bride (No. 12, New—Ball Exp. Hyb. No. 352X). S. The first "hot weather" F ₁ Hybrid developed for late spring and summer single stem greenhouse use. Under our conditions this new pure white is superior to Rockwood's Crystal White in vigor and spike length. It has hard, clean stems and is shatter-proof in the presence of Ethelyne gas. Sow from January through June only. 1/2 tr. pkt., \$2.00 3.50
Apollo (Yoder Bros.). M. Ivory; yellow lip. 3.50
● Citation (Yoder Bros.). M. Jan. 5. Ivory. Very fine, long spikes and clean, hard stems. 3.50
Ivory Tower (New—Pan-American). M. Long shatter-proof spikes of ivory-white. 1/2 tr. pkt., \$2.00 3.50
Jet Pilot (Yoder Bros.). M. Pure white. 3.50
Junglewood White (Inbred). L. Extra long stemmed white. 1/2 tr. pkt., \$1.25 2.00
Margaret (Inbred). M. Jan. 26. Ivory. Very productive. 2.00
Maryland White (Winkler). M. Pure white. 1/2 tr. pkt., \$2.00 3.50
● Rockwood's Crystal White (Inbred). S. An excellent pure white. For late spring and summer only. 1/2 tr. pkt., \$1.75 3.00
Schlegel's White (Inbred). E. 1.50

Snowdrift. L. Double flowering white. New, improved strain, bred for high light intensity areas or spring growing only. **1/2 tr. pkt., \$1.75 3.00**

● **Spartan White** (Michigan State College). M. Jan. 10. Clean growing, pure white. **1/2 tr. pkt., \$1.75 3.00**

Tommy Armstrong (Inbred). L. Pure white. Closely spaced florets. **2.00**

Twenty Grand (Yoder Bros.). M. Ivory. **3.50**

White Knight (New—Yoder Bros.). M. Pure white. Prefer Snowman and Spartan White. **3.50**

LIGHT PINK

● Hercules (No. 21, Ball). L. Mar. 25. Light pink for spring. Long spikes with clean, hard stems are big features here. 1/2 tr. pkt., \$2.00 3.50
Chevy Chase Pink (Winkler). M. Jan. 11. Similar to Maryland Pink, but a shade darker. Shatterproof. 1/2 tr. pkt., \$2.00 3.50

Tr. Pkt.
● Christina (J. S. Yoder). M. Jan. 19. One of the best all-purpose light pinks. 1/2 tr. pkt., \$2.00 \$3.50
Kathleen (Hoffman). M. Light pink. 1/2 tr. pkt., \$1.75 3.00
Marie Louise (Inbred). M. Light shell-pink. 2.00
Mary Ellen (J. S. Yoder). M. Light pink. 1/2 tr. pkt., \$1.50 2.50
Maryland Pink Imp. (Winkler). E. Creamy light pink. 1/2 tr. pkt., \$2.00 3.50
Rosebud (New—Yoder Bros.). L. Pleasing medium pink for spring. Clean growth. 3.50
St. Louis Pink (Inbred). L. Light pink. 1.50
● Top Flight (Yoder Bros.). M. Jan. 14. Light pink. Similar to Christina but a few days earlier. 3.50
Trilbee Pink (Windmiller). L. Mar. 22. Pastel pink. Close-set florets on long, strong spikes. 1/2 tr. pkt., \$2.00 3.50
Whirlaway (Yoder Bros.). M. Pink with large yellow lip. 3.50

MEDIUM PINK

● Pink Ice (No. 31, Ball). M. Jan. 6. Bright pink with lighter lips. An excellent hard stemmed variety for growers who want a brighter pink to go with the Christina shade. 1/2 tr. pkt., \$2.00 3.50
● Flower Girl (No. 34, New—Ball Exp. Hyb. No. 359X). M. Jan. 24. Long, medium pink spikes carried on clean, firm stems. The smooth, even coloring and good production record of this variety make it an important commercial Snap. 1/2 tr. pkt., \$2.00 3.50
● Holiday (No. 32, Ball). M. Jan. 11. Medium pink; fine, long spikes. 1/2 tr. pkt., \$2.00 3.50
Pink Monarch (No. 4, Ball). L. Rose-pink for spring. 1/2 tr. pkt., \$2.00 3.50
Anne Marie (New—J. S. Yoder). L. Late flowering, clear, medium pink. 1/2 tr. pkt., \$2.00 3.50
Cheviot Maid No. 33 (Inbred). M. Clear rose-pink. 1.50
● Crusader (Yoder Bros.). M. Light "Dorcas Jane" pink shade. 3.50
Dorcas Jane (Burkey). M. Long spikes of silvery pink. 1/2 tr. pkt., \$1.50 2.50
Gusto (Yoder Bros.). E. Dec. 21. "Dorcas Jane" pink color. 3.50
Rockwood's Summer Pink No. 1 (Inbred). S. Medium rose. For late spring and summer only. 1/2 tr. pkt., \$1.75 3.00
Rowenna (New—Yoder Bros.). E. We have not seen this variety, which the originator describes as "light rose-pink" 3.50
Wintergreen (New—Yoder Bros.). E. Medium pink. Long spikes but somewhat grassy. 3.50

See Next Page for Balance of Snaps 

The dot (●) indicates varieties most dependably satisfactory in our experience and observation.

FORCING SNAPDRAGONS

Complete List, Continued



All Snapdragons listed on these pages are genuine  varieties except those marked "inbred" which are self-pollinated kinds. 

ROSE

Tr. Pkt.

● Bridesmaid (No. 44, New—Ball Exp. Hyb. No. 368X). M. Jan. 3. A clear medium rose reminiscent of Peggy Schumann with exceptionally long spikes of well placed, large florets. A very clean grower with little "grass" and unusually firm stems. Excellent whether grown single stem or pinched. $\frac{1}{2}$ tr. pkt., \$2.00.....	3.50
● Jackpot (No. 43, Ball). M. Jan. 13. Medium deep rose. Firm stems of medium length carrying long spikes with excellently spaced florets. A heavy producer. $\frac{1}{2}$ tr. pkt., \$2.00.....	3.50
● Showgirl (No. 42, Ball). M. Mar. 19. Medium dark rose. One of the best in its color class for spring. Shatterproof spikes. $\frac{1}{2}$ tr. pkt., \$2.00.....	3.50
● Rosanna (No. 9, Ball). M. Jan. 15. A bright, deep rose with long tapering spikes. $\frac{1}{2}$ tr. pkt., \$2.00.....	3.50
Better Times (Inbred). M. Bright cerise-rose. $\frac{1}{2}$ tr. pkt., \$1.25.....	2.00
Christmas Cheer (Windmiller). E. Extra early, productive, bright rose. $\frac{1}{2}$ tr. pkt., \$1.75.....	3.00
Delworth's Supreme (Inbred). M. Long stemmed, deep rose.....	1.50
Libby (J. S. Yoder). M. Dark rose. $\frac{1}{2}$ tr. pkt., \$2.00..	3.50
Maxine (Smith). E. Winter flowering medium rose. $\frac{1}{2}$ tr. pkt., \$1.75.....	3.00
● New Times (Pan-American). M. Bright, deep rose. Medium long spikes with firm stems. $\frac{1}{2}$ tr. pkt., \$1.75.....	3.00
● Peggy Schumann (Inbred). L. Beautiful creamy rose..	2.00
Pensive (Yoder Bros.). M. Dark rose.....	3.50
Pink Star (Yoder Bros.). E. Dec. 28. Rose-pink, near Peggy Schumann in color.....	3.50
● Pompey (Yoder Bros.). M. Jan. 5. Medium rose-pink. Long spikes	3.50
Prestige (New—Yoder Bros.). E. Long spikes of medium rose with yellow lip. Growth somewhat grassy	3.50
Star Charter (Yoder Bros.). L. Medium deep rose for spring	3.50
Spartan Rose (Mich. State College). M. Jan. 29. Medium deep rose with long heavy spikes. For late winter and spring only. $\frac{1}{2}$ tr. pkt., \$1.75.....	3.00

BRONZE

Indian Chief (No. 6, Ball). M. Scarlet-bronze. $\frac{1}{2}$ tr. pkt., \$2.00.....	3.50
● Barbara (J. S. Yoder). M. Large-flowered bronze with pink throat. $\frac{1}{2}$ tr. pkt., \$2.00.....	3.50
Cavalcade (Yoder Bros.). M. A lively golden bronze...	3.50
● Gallant Fox (Yoder Bros.). M. Jan. 12. Medium rosy bronze. Very fine.....	3.50
Jubilee (Winkler). M. Light golden bronze. Habit similar to Goldrush. $\frac{1}{2}$ tr. pkt., \$2.00.....	3.50
Lady Dorothy (Inbred). E. Bright rosy bronze. $\frac{1}{2}$ tr. pkt., \$1.75	3.00
Maryland Orange (Winkler). M. Large flowered rosy bronze. Hard stems. $\frac{1}{2}$ tr. pkt., \$2.00.....	3.50
Sun Briar (Yoder Bros.). E. Dec. 15. Medium bronze..	3.50

YELLOW

Tr. Pkt.

● Golden Spike (No. 1, Ball). M. Jan. 6. A rich, deep golden yellow with long tapering spikes and close spaced florets. Best yellow for late winter and spring. $\frac{1}{2}$ tr. pkt., \$2.00	\$3.50
Broker's Tip (New—Yoder Bros.). M. Medium yellow for late winter and spring. Firm stems.....	3.50
Day Star (Yoder Bros.). E. Light yellow. Taller and a few days earlier than War Admiral.....	3.50
Ethel (Inbred). M. The best self-pollinated yellow....	1.50
Goldrush (Winkler). M. Large flowered medium yellow. $\frac{1}{2}$ tr. pkt., \$2.00.....	3.50
● Patricia (J. S. Yoder). M. Medium yellow. $\frac{1}{2}$ tr. pkt., \$2.00	3.50
Rockwood's Summer Yellow (Inbred). S. Fairly deep yellow. For late spring and summer only. $\frac{1}{2}$ tr. pkt., \$1.75	3.00
Seabiscuit (Yoder Bros.). M. Jan. 18. Medium yellow. Similar to War Admiral except somewhat later and taller. 3.50	3.50
● War Admiral (Yoder Bros.). M. Jan. 2. Excellent medium yellow for midwinter.....	3.50
Yellow Peggy Schumann (Inbred). L. For spring.....	2.00
Yolo Wonder (Windmiller). M. A rich yellow with large florets. $\frac{1}{2}$ tr. pkt., \$2.00.....	3.50

RED

● Navajo (No. 8, Ball). M. Jan. 25. We consider this the finest all-purpose red Snap available. Should be sown a week earlier than other varieties for winter. $\frac{1}{2}$ tr. pkt., \$2.00	3.50
Commando (New—Yoder Bros.). E. Tall growing coppered shade.....	3.50
Maryland Red (Winkler). M. Large flowered bright red. Prefer Navajo. $\frac{1}{2}$ tr. pkt., \$2.00.....	3.50
Priscilla Ann (J. S. Yoder). M. A wine-red, similar to Shisler's Red in color. $\frac{1}{2}$ tr. pkt., \$2.00.....	3.50
Rockwood's Summer Red (Inbred). S. For late spring and summer only. $\frac{1}{2}$ tr. pkt., \$1.75.....	3.00
Shisler's Red (Inbred). M. Attractive wine-red.....	2.00

LAVENDER

● Lavender Lady No. 71 (Ball). M. Jan. 20. A deep rosy lavender shade with excellent spikes and stems. For late winter and spring. $\frac{1}{2}$ tr. pkt., \$2.00.....	3.50
Esquire No. 72 (Ball). M. Jan. 4. Bright wine or fuchsia-purple. $\frac{1}{2}$ tr. pkt., \$2.00.....	3.50
Ball Lavender (Inbred). L. Rosy lavender.....	1.50
Bold Venture (Yoder Bros.). E. Dec. 30. Fuchsia-purple. Long stems and spikes.....	3.50

MIXTURES

Hybrid Formula Mixture. Mixture of Hybrid Snaps. $\frac{1}{2}$ tr. pkt., \$1.75.....	3.00
Ball Forcing Mixture. Inbred or self-pollinated varieties. 1.00	

Planning Your Snapdragon Crop

SINGLE STEM ADVANTAGES

If you're interested in greater uniformity, better quality, earlier cut—and **bigger profits** from your Snaps, try growing some of them single stem. This method is especially worth-while for the critical flowering period in midwinter. During this season of limited sunlight, Snap plants have difficulty manufacturing enough food to

make 3 or 4 good spikes per plant. They **can** produce **one good** spike. This is an important point to consider. Of nearly equal importance is the fact that a single stem crop cuts out about 3 weeks sooner than one that's pinched. This can often be the difference between getting the next crop planted on schedule—or a costly delay.

ABOUT BLOOMING DATES

SINGLE STEM

The following varieties flowered on the dates indicated in our West Chicago greenhouses when grown as a single stem crop on raised benches in a 50° night temperature. The dates represent an average of 3 different locations in the house for each variety. All were sown August 20. These figures are presented as a guide only. Conditions vary in different localities so that it is advisable to keep your own records for future use.

WHITE

Citation	Jan. 5	Chevy Chase Pink	Jan. 11
Snowman	Jan. 7	Jackpot	Jan. 13
Spartan White	Jan. 10	Top Flight	Jan. 14
Margaret	Jan. 26	Rosanna	Jan. 15
Pike's Peak	Feb. 1	Christina	Jan. 19
		Spartan Rose	Jan. 29
		Showgirl	Feb. 1
		Hercules	Feb. 8

YELLOW

War Admiral	Jan. 2	Sun Briar	Dec. 15
Golden Spike	Jan. 6	Gallant Fox	Jan. 2
Seabiscuit	Jan. 8	Navajo	Jan. 25

PINK and ROSE

Gusto	Dec. 21	Bold Venture	Dec. 30
Pink Star	Dec. 28	Esquire	Jan. 4
Pompey	Jan. 5	Lavender Lady	Jan. 20
Pink Ice	Jan. 6		
Holiday	Jan. 11		

BRONZE and RED

Sun Briar	Dec. 15
Gallant Fox	Jan. 2
Navajo	Jan. 25

LAVENDER

Bold Venture	Dec. 30
Esquire	Jan. 4
Lavender Lady	Jan. 20

PINCHED CROPS

Blooming dates for the following varieties are from a sowing made September 9, grown as a pinched crop on raised beds in a 50° night temperature.

WHITE

Citation	Mar. 2
Snowman	Mar. 8
Spartan White	Mar. 13
Pike's Peak	Mar. 24

Pompey

Mar. 10

Dorcas Jane

Mar. 10

New Times

Mar. 12

Gusto

Mar. 12

Christina

Mar. 13

Crusader

Mar. 18

Showgirl

Mar. 19

Spartan Rose

Mar. 19

Trilbee Pink

Mar. 22

Hercules

Mar. 25

YELLOW

War Admiral	Mar. 1
Golden Spike	Mar. 8
Seabiscuit	Mar. 8

BRONZE and RED

Sun Briar Feb. 20

Gallant Fox

Feb. 23

Indian Chief

Mar. 15

Navajo

Mar. 25

PINK and ROSE

Jackpot	Mar. 3
Top Flight	Mar. 4
Pink Star	Mar. 4
Rosanna	Mar. 5
Pink Ice	Mar. 5

LAVENDER

Esquire Mar. 15

Bold Venture

Mar. 18

Lavender Lady

Mar. 23

GENERAL SOWING DATES

The dates given here are also intended as suggestions only—based on our experience here in the Midwest. Various things can throw them off. Examples:

1. Hot, dry, bright fall—will bring Christmas crops in early. (Black cloth shading will help delay this crop.)
2. Dark, cloudy fall and winter delays late winter crops.
3. The tables are based on medium early varieties on raised benches, 50° night temperatures most of the winter, at least. 45° nights or ground beds will take longer.
4. Your local climate. Where winters are warm and sunny, winter Snaps will bloom faster.
5. Varieties differ in blooming dates (see charts above).

SINGLE STEM CROPS

Sow	Flower	Sow	Flower
Aug. 15	Jan. 15	April 1	July 15
Sept. 5	Feb. 15	May 10	Aug. 15
Sept. 20	Mar. 15	June 10	Sept. 15
Oct. 20	April 15	July 10	Oct. 15
Dec. 20	May 15	July 25	Nov. 15
Feb. 5	June 15	Aug. 5	Dec. 15

PINCHED CROPS

Sow	Flower	Sow	Flower
July 20	Mid-Dec.	Sept. 5	Early March
Aug. 1	Early Jan.	Sept. 25	Early April
Aug. 20	Early Feb.	Nov. 20	Mid-May

VARIETIES

The ever-present question of variety preference is often a matter of personal likes or dislikes. In an attempt to avoid this pitfall, we've based these recommendations on not only our own observations but on reports from growers everywhere. Particular emphasis has been given to opinions expressed in trade gatherings where informal polls have been taken. The following varieties have all been widely and successfully grown under single stemmed culture as well as for pinched crops:

YELLOW: War Admiral, Golden Spike (for spring), Patricia
WHITE and IVORY: Snowman, Pike's Peak, Apollo, Citation, Spartan White, Rockwood's Crystal White (the latter for late spring and summer only).

PINK: Pink Ice, Christina, Pompey, Hercules.

MEDIUM ROSE: Rosanna, Showgirl, Jackpot.

DEEP ROSE: New Times.

BRONZE: Gallant Fox, Barbara.

RED: Navajo.

LAVENDER: Lavender Lady, Bold Venture.

SEE NEXT PAGE FOR TIPS ON CULTURE

 **HYBRID** indicates genuine 1st generation hybrid.

Tips On Snap Culture

Soils

Good Snaps can be grown in a wide variety of soils. As a general rule any soil that will grow good Mums will grow good Snaps. The really important point is that it contain **plenty** of organic matter. While this may take the form of manure, be sure it is well rotted. As a matter of fact, peat is generally preferred because the bacteria which are necessary to decay manure rob the soil of essential plant nutrients.

The amount of organic matter which a soil needs depends upon its basic structure. Heavy, clay-like soils will need more than loose, sandy sorts. If an average good garden or field soil is to be used, one part of organic matter should be incorporated with each two or three parts of soil. To this should be added three pounds of 20% superphosphate per 100 square feet of bench area before steaming. Other than this we prefer to depend upon regular feedings as soil tests indicate their need, rather than to load the soil with too much fertilizer to start with.

Sterilizing

We like to steam sterilize our soil at least once a year, too. It cleans up disease organisms, kills soil-borne weed seeds and insects and tends to improve the soil's physical condition. Low (8 to 10 lbs.) steam pressure does the job for us. Holding soil temperatures at 180° for half an hour after this temperature has been reached is all it takes. After sterilizing, a heavy leaching with clear water will tend to prevent an excessive build-up of nitrates which might injure young roots.

Seed Sowing

Vermiculite, peat, or soil and peat mixtures all make satisfactory materials for germinating Snap seed. We like to have the flats well watered before sowing, which may be done either broadcast or in shallow rows. We prefer the latter since it permits better aeration after the seedlings get started. No additional soil covering is needed for this fine seed—a light misting with a fine spray will settle it into the soil. If weather is hot or windy, flats should be protected with cheesecloth or paper shade until well up, then they will enjoy full light and a cooler, airy location. Seeds should germinate in 3 or 4 days in summer, 7 or 8 days in winter in a night temperature of 60°.

Planting

If bench space is available, we like to bench seedlings direct—less labor and better growth. It works nicely even in hot weather, if the soil is moist before benching, seedlings are planted shallow, and misted within minutes of benching and regularly until new roots show.

In regard to the matter of spacing, we believe 3 x 6 inches is the most economical and profitable for a winter single stem crop with

3 x 5 inches being enough for late spring and summer crops. We space our pinched crops 7 x 8 inches, finding this satisfactory for most varieties. If you are obliged to transplant, band or pot seedlings, do not pinch them until plants have been benched and have taken hold. To pinch before benching will usually result in only two top breaks rather than the four or so that each plant should produce. We like to pinch when plants are about eight inches high, leaving three good pairs of leaves.

Watering, Feeding, Temperatures

Watering Snaps, as with any other crop, is largely a matter of good judgment. Small plants in dark winter weather may not need watering for weeks, whereas a heavy crop in spring may need attention every other day. A good rule is: don't water until the soil begins to dry, then give it enough to soak through to the bottom.

We depend on regular weekly soil tests to determine when to feed. In winter we like to maintain the following nutrient levels: nitrates 20-25 parts per million Spurway, potash 20-25 parts, and phosphate 3-5 parts. During the rest of the year nitrate and potash readings should be around 40 parts per million for best growth. If soil tests indicate a feeding need, it may be applied in dry or liquid form. We use the latter because it is simpler to apply and more easily controlled.

Normal temperatures during firing season: nights 50°, cloudy days 57°, sunny days 65°. If we experience 2-3 weeks of cloudy weather in winter, we gradually drop to 45-52-60° till sunny weather returns. Failure to drop temperatures in dark weather causes stubby spikes and soft stems.

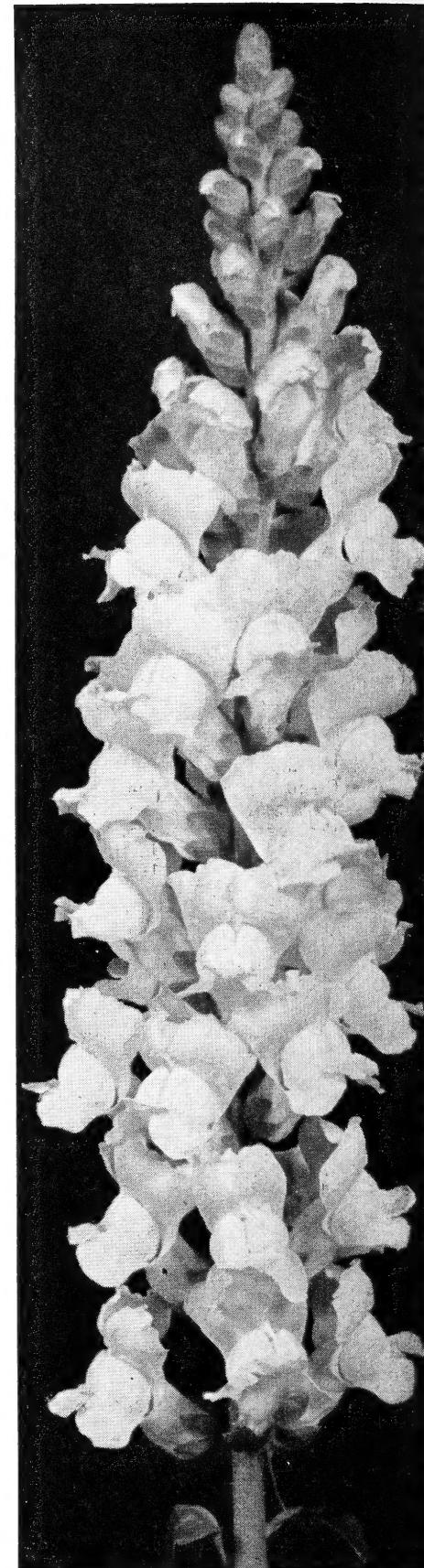
Insects and Diseases

If ever the old saying about "an ounce of prevention" is true, it certainly is when it comes to controlling insects. Spray regularly—don't wait for them to appear. Our standard spray for controlling practically all insects—plus mildew: per 10 gallons of water—2½ ozs. Parathion 15% wettable powder, 1½ ozs. DDT 50% wettable powder, 1½ ozs. wettable sulphur, 2½ ozs. Fermate, plus 2 ozs. Dreft or other spreader.

Principal disease problems with Snaps are Botrytis rot and mildew. Good air circulation plus heat on damp, chilly days will help to prevent both, as will care in watering to avoid undue wetting of the leaves. Fermate and sulphur (incorporated in the spray mixture mentioned above) will aid in controlling mildew, while Parzate and Orthocide 50 are reported to give good control of Botrytis.

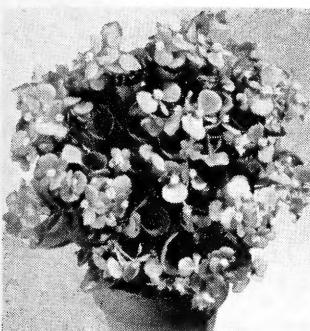
Supporting the Crop

We use conventional wire and cross string supports, finding one set, which may be raised as the crop grows, enough for single stem Snaps. Two sets are ample for a pinched crop with stems of different lengths.



Snowman

A Ball Hybrid. Excellent midseason pure white



Fibrous Rooted Begonia

Ball Begonias

FIBROUS ROOTED

30,000 seeds per $\frac{1}{32}$ oz. Begonias are equally "at home" in 5-inch pots, as less expensive plants in 3 or 4-inch pots, and in combinations of all sorts. They will do well in the low light, high temperature conditions of modern homes.

Culture. Use neutral (non-acid) peat for germination; no covering over the seed (except paper till they sprout). Keep surface of flat moist. Use half peat, half soil for potting. They must have 60° to keep them moving—and greenhouse shade in summer. For 3-inch in flower for Christmas, sow August 1; for spring holidays, figure about 16 weeks for 3-inch blooming plants; 20 weeks for 4's.

EXTRA DWARF

- **Ball Dwarf Carmen.** Compact habit with rich bronze leaves and light pink flowers. Tr. pkt., \$1.50; $\frac{1}{64}$ oz., \$3.50.
- **Saga.** Extra dwarf and dense growth. Small, bright red flowers. Tr. pkt., \$1.50; $\frac{1}{64}$ oz., \$4.00; $\frac{1}{32}$ oz., \$7.50.

DWARF CLASS

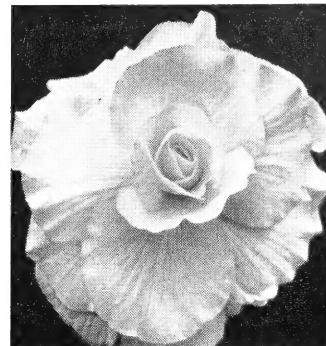
- **Adeline.** Very free flowering bright pink; dwarf and compact. Tr. pkt., \$1.50; $\frac{1}{64}$ oz., \$3.25; $\frac{1}{32}$ oz., \$6.00.
- **Ball Deep Rose.** In winter the color is a deep rosy red which gradually fades to a luminous pink during warm weather. Tr. pkt., \$1.50; $\frac{1}{64}$ oz., \$3.25; $\frac{1}{32}$ oz., \$6.00.
- **Ball Red.** Medium large flowers of bright true scarlet are freely produced on fairly dwarf, uniform plants. Tr. pkt., \$1.50; $\frac{1}{64}$ oz., \$3.25; $\frac{1}{32}$ oz., \$6.00.
- Ball White.** Rather small flowers but very freely produced. Tr. pkt., \$1.50; $\frac{1}{64}$ oz., \$3.00; $\frac{1}{32}$ oz., \$5.50.
- Luminosa Compacta.** Dwarf, free flowering scarlet-red. Tr. pkt., \$1.50; $\frac{1}{64}$ oz., \$3.00; $\frac{1}{32}$ oz., \$5.50.
- **Snowbank.** Large, glistening white flowers are carried on dense growing, even plants. The best white. Tr. pkt., \$1.25; $\frac{1}{64}$ oz., \$2.75; $\frac{1}{32}$ oz., \$5.00.
- Dwarf Varieties Mixed.** Our own formula mixture of dwarf varieties. Tr. pkt., \$1.00; $\frac{1}{64}$ oz., \$2.50; $\frac{1}{32}$ oz., \$4.50.

INTERMEDIATE CLASS

SPARKLER

Large flowers of brilliant orange-salmon with each petal base a contrasting creamy white. The only true salmon Begonia we have ever seen. **Sold out till December.** Tr. pkt., \$1.50.

- **Carmen.** Bright rose-pink flowers with rich bronze leaves. Tr. pkt., \$1.25; $\frac{1}{64}$ oz., \$2.75; $\frac{1}{32}$ oz., \$5.00.
- Fire Sea** (Blaze of Fire). Large, carmine-red with green foliage. Tr. pkt., \$1.25; $\frac{1}{64}$ oz., \$2.50; $\frac{1}{32}$ oz., \$4.50.
- **Indian Maid.** Foliage a deep lustrous bronze with scarlet flowers. Tr. pkt., \$1.25; $\frac{1}{64}$ oz., \$2.75; $\frac{1}{32}$ oz., \$5.00.
- King of the Reds.** Free flowering carmine-red; vigorous growth. Tr. pkt., \$1.25; $\frac{1}{64}$ oz., \$2.50; $\frac{1}{32}$ oz., \$4.75.
- **Luminosa.** Very attractive and popular bright red. Tr. pkt., \$1.25; $\frac{1}{64}$ oz., \$3.00; $\frac{1}{32}$ oz., \$5.50.
- Prima Donna.** Medium rose-pink. Prefer Scandinavia Pink. Tr. pkt., \$1.25; $\frac{1}{64}$ oz., \$2.00; $\frac{1}{32}$ oz., \$3.50.
- Salmon Queen.** Salmon shaded rose with dark foliage. Tr. pkt., \$1.25; $\frac{1}{64}$ oz., \$2.50; $\frac{1}{32}$ oz., \$4.50.
- **Scandinavia Pink.** Very free flowering bright rose-pink. Fine bushy habit. Tr. pkt., \$1.25; $\frac{1}{64}$ oz., \$2.75; $\frac{1}{32}$ oz., \$5.00.
- **Scandinavia Red.** Identical to the above except for its bright red flowers. Tr. pkt., \$1.25; $\frac{1}{64}$ oz., \$2.75; $\frac{1}{32}$ oz., \$5.00.
- Scandinavia White.** A white Scandinavia selection. Tr. pkt., \$1.25; $\frac{1}{64}$ oz., \$2.75; $\frac{1}{32}$ oz., \$5.00.
- White Pearl.** Medium sized white flowers with green leaves, tinged pink; reddish stems. Tr. pkt., \$1.25; $\frac{1}{64}$ oz., \$2.50.
- Intermediate Varieties Mixed.** Made up of the above separate colors. Tr. pkt., \$1.25; $\frac{1}{64}$ oz., \$2.25; $\frac{1}{32}$ oz., \$3.75.



Tuberous Rooted Begonia

TALL CLASS

Christmas Cheer. Large flowered, rose-red. Tr. pkt., \$1.00; $\frac{1}{64}$ oz., \$2.00; $\frac{1}{32}$ oz., \$3.75.

Masterpiece. Extra large flowered, light pink. Tr. pkt., \$1.25; $\frac{1}{64}$ oz., \$2.25; $\frac{1}{32}$ oz., \$4.00.

Pink Radio. Extra large flowered, rich rose. Tr. pkt., \$1.25; $\frac{1}{64}$ oz., \$2.25; $\frac{1}{32}$ oz., \$4.00.

Silver Wings. Extra large, pure white flowers. Tr. pkt., \$1.00; $\frac{1}{64}$ oz., \$2.00; $\frac{1}{32}$ oz., \$3.75.

Tall Varieties Mixed. A formula mixture of the above strong growing sorts. Tr. pkt., \$1.00; $\frac{1}{64}$ oz., \$1.50; $\frac{1}{32}$ oz., \$2.50.

HYBRID (HETEROsis) STRAINS

Seed of these varieties is produced by the same method as Hybrid Snaps and Petunias. For absolute uniformity they're unexcelled. Why not grow some this year?

● **Pink Profusion.** A vigorous, dense grower with freely produced coral-pink flowers and green leaves with red veins. Did exceptionally well in outdoor trials exposed to full sun and high temperatures. Try this for bedding. Tr. pkt., \$1.50.

Pink Tausendschon. Dwarf. Bright pink; closely resembles Adeline and Pink Pearl in habit. Originator's seed. Tr. pkt., \$1.50.

● **Red Tausendschon.** Same as Pink Tausendschon except for color. Originator's seed. Tr. pkt., \$1.50.

● **Pink Pearl.** Resembles Adeline in flower size, rich pink color and uniformly dwarf, compact growth. Originator's seed. Tr. pkt., \$1.50.

● **Red Pearl.** Dwarf. Identical to Pink Pearl except for its Luminosa-red color. Originator's imported Hybrid seed. Tr. pkts. only, \$1.50.

OTHER BEGONIAS

TUBEROUS ROOTED SEPARATE COLORS

Superb Camellia-flowered, double strains from one of the world's foremost Tuberous Begonia specialists.

Red Scarlet	Orange Rose	Salmon Copper	Yellow White
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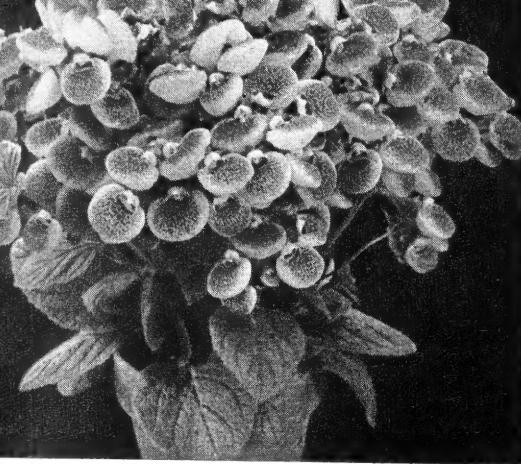
Prices above 8 separate colors, each:
 $\frac{1}{2}$ tr. pkt., \$1.75; tr. pkt., \$3.00.

● **Tuberous Rooted Double Mixed.** Camellia-flowered. Our flowering trials have consistently produced compact plants with 90% good doubles. Gorgeous colors. $\frac{1}{2}$ tr. pkt., \$1.75; tr. pkt., \$3.00.

Lloydii Mixed. Pendulous. Double flowers, about 2 inches, in shades of scarlet, rose, salmon and white. Fine for hanging baskets. Tr. pkt., \$3.00.

Rex Hybrids. Mixture of ornamental-leaved Rex Begonias; many unusual variations. Tr. pkts. only, \$1.25.

Doty's Calla Queen. A novelty Fibrous Rooted Begonia with attractively variegated green and white foliage which contrasts vividly with its red and pink flowers. Needs pinching. $\frac{1}{2}$ tr. pkt., \$1.75; tr. pkt., \$3.00.



CALCEOLARIA
BALL
MULTIFLORA
NANA MIXTURE

● HYBRID MIXED 

(New.) Brilliant reds and rich yellows (some spotted with contrasting maroon) make up this outstanding blend of genuine F₁ Hybrids—the first ever offered in Calceolarias. Flowers are medium in size but produced in great cloud-like heads. Because of the exceptional vigor of this strain, it should be finished in 6-inch pots rather than 5's. 1/2 tr. pkt., \$1.75; tr. pkt., \$3.00.

● **Ball Multiflora Nana Mixture.** Large heads of medium sized flowers in brilliant reds, yellows and intermediate shades. The dwarf plants are wiry in growth with small durable leaves which make for ease in handling and shipping.

Tr. pkt., \$2.00; 1/128 oz., \$4.00; 1/64 oz., \$7.20; 1/32 oz., \$13.00.

Duplex Hybrids Mixed. Upper pouch of each flower is almost as large as the lower, giving an attractive duplexed effect. Plants are bushy and fairly dwarf. Nice color mixture.

Tr. pkt., \$1.25; 1/128 oz., \$2.00; 1/64 oz., \$3.50.

20,000 seeds per 1/32 oz. Calceolarias aren't at all difficult to grow from seed if a few simple requirements are met. In sowing use only loose, sterilized material—night temperature 60°. The seed is very fine and no soil covering should be used. When large enough to handle, they should go into 2 1/2-inch bands—later into 4- or 5-inch pots for finishing. After banding, a 48° house will suit them nicely. A regular insect control program is essential (aphis will wreck them in no time). We spray once a week with Parathion. From late Feb. on they'll need protection from direct sun. Water only when dry; "wet feet" will cause yellowing of foliage.

● **Dwarf Tigered or Spotted.** Medium large flowers in spotted shades of red, yellow and rosy bronze. Dwarf and compact. Tr. pkt., \$1.25; 1/64 oz., \$2.50; 1/32 oz., \$4.50.

● **Extra Early Tigered.** Solid heads of medium large flowers on dwarf plants; good color range. The outstanding feature of this strain is its earliness. It blooms a full month before other varieties, therefore costs you less to grow.

Tr. pkt., \$2.00; 1/128 oz., \$4.00; 1/64 oz., \$7.20; 1/32 oz., \$13.00.

Cloth of Gold. Medium large, golden yellow flowers. Very showy. Tr. pkt., \$1.25; 1/64 oz., \$2.50; 1/32 oz., \$4.50.

● **Grandiflora Dwarf Mixed.** Extra large (2-2 1/2 in.) flowers in unusual and striking colors are carried on fairly dwarf plants. Tr. pkt., \$1.25; 1/64 oz., \$2.75; 1/32 oz., \$5.00.

Perennial Hybrids (Rugosa). Large heads of quite small flowers in a brilliant color mixture. Tr. pkt., \$1.25.

Triumph Strain. Medium large flowers; mostly bright reds and yellows. Tr. pkt., \$1.25; 1/64 oz., \$2.75; 1/32 oz., \$5.00.

Cinerarias

Colorful Cinerarias offer a welcome spring change in your customer's diet of the usual winter pot plants, and if the smaller leaved varieties like Cremer's and Festival are used they'll take less bench space, cost less to grow. Finish some in 4's as well as 5's for those of your customers who want less expensive plants.

Seed is usually sown from late July through September for winter and spring pot plants. Transplant the seedlings to 2 1/2-inch plant bands as soon as they can be handled. Before they become root-bound, shift into their final sized pot. While this method calls for a little care in preventing over-watering until they make new roots, it produces better results than handling them in small pots.

Berlin Market Mixed (White-Eyed or Weissensee Strain). 3500 seeds per 1/32 oz. Large rounded heads of medium large flowers. Tr. pkt., \$1.00; 1/64 oz., \$2.00; 1/32 oz., \$3.75.

● **Cremer's Prize Strain.** (Our own reselected stock.) 6300 seeds per 1/32 oz. Extra large heads of medium small flowers in widely varied color assortment; about half light-eyed. Small foliage. Tr. pkt., \$1.75; 1/64 oz., \$2.50; 1/32 oz., \$4.50; 1/16 oz., \$8.25.

● **Dwarf Erfurt Mixture.** 140,000 S. Dense heads of medium sized flowers in a fine color balance, including copper, salmon, and maroon in addition to the usual Cineraria colors. Habit is compact and very uniform. Tr. pkt., \$1.50; 1/64 oz., \$2.50.

Dwarf Giant Exhibition Mixture. Extra large flowers on medium dwarf plants. For exhibition work only. Tr. pkt., \$1.50; 1/64 oz., \$2.75.

● **Festival.** This is our own **small-leaved strain** requiring a minimum of bench space. Plants are bushy and compact with even heads of medium sized, mostly white-eyed flowers in a brilliant color range. 1/2 tr. pkt., \$1.75; tr. pkt., \$3.00; 1/64 oz., \$4.50; 1/32 oz., \$7.50; 1/16 oz., \$13.00.

Grandiflora Dwarf Mixed. 3500 seeds per 1/32 oz. Large flowers in rich colors with contrasting large white eyes. Dwarf growth. Tr. pkt., \$1.00; 1/64 oz., \$2.00; 1/32 oz., \$3.75.

● **Multiflora Nana, Gold Center.** 6,300 seeds per 1/32 oz. Attractive medium small, solid-colored flowers with yellow anthers. Good shipper. Tr. pkt., \$1.25; 1/64 oz., \$2.25; 1/32 oz., \$4.00.

● **No. 1 Mixture.** Consists of Cremer's Prize Strain and Siter's Rainbow Strain in equal proportions.

Tr. pkt., \$1.50; 1/64 oz., \$2.50; 1/32 oz., \$4.75.

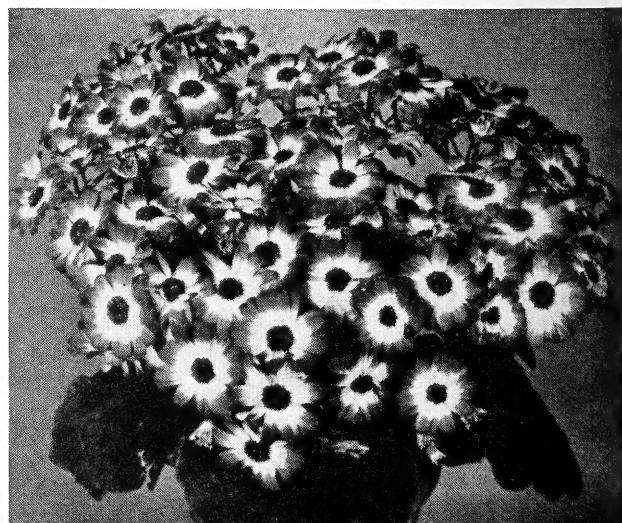
● **No. 2 Mixture.** Contains 1/2 Cremer's Prize Strain and 1/4 each Siter's Rainbow Strain and Multiflora Nana, Gold Center strain. Tr. pkt., \$1.50; 1/64 oz., \$2.50; 1/32 oz., \$4.75.

● **Siter's Rainbow Strain.** 3,500 seeds per 1/32 oz. Immense heads of medium large, mostly white-eyed flowers. A first class strain. Tr. pkt., \$2.00; 1/64 oz., \$2.75; 1/32 oz., \$5.00; 1/16 oz., \$9.00.

Stellata Mixture (Star type). Small, free flowering strain. 24 to 30 in. tall. Tr. pkt., \$1.00; 1/32 oz., \$2.50.

● **"Vivid" Formula Mixture** 162,000 S. A complete mixture of solid colors (without "eyes"). Dwarf with well-rounded heads and fairly small leaves. Blooms about a month later than other strains. Tr. pkt. (1000 seeds), \$1.75; 1/64 oz., \$2.75; 1/32 oz., \$5.00. Also available in the following separate colors at the same price: **White, Bright Red, Dark Red, Brick-Red (Mata-dor), Light Blue, Mid-Blue, Dark Blue, Pink Shades and Salmon.**

CINERARIA
FESTIVAL



Gloxinias

PANZER SCARLET—Originator's Seed

We are happy to again offer (after 10 years' absence from the market) originator's seed of this noted strain. This deep, bright velvety red is the color in Gloxinias—Mr. Panzer produces many thousands of Gloxinias for shipping and offers this color only. The originator's strain has been reselected by Mr. Panzer and is now offered with assurance that it has no peer in commercial Gloxinia seed strains. Tr. pkt., \$3.00; 5 tr. pkts., \$13.50.

Formula Mixture. Made up of choice named separate color varieties. All colors except yellow are represented including bicolors and spotted types. **Also available in straight colors at same price.** Tr. pkt., \$1.25; 6 pkts., \$6.00.

IMPORTED FLEXIBLE-LEAVED STRAIN

This new strain is reported by its originator to have softer and more flexible leaves than the ordinary type, permitting it to be handled and packed without danger of leaf breakage.

Blood Red

Blue

Prices above 2, each: tr. pkt., \$2.00; $\frac{1}{128}$ oz., \$6.00.



Otto Panzer, whose originator strain of Panzer Scarlet Gloxinia seed is used in Panzer's extensive plant sales in the Pacific Northwest.

Ball Cyclamen

	100 Seeds	1000 Seeds
No. 1 Dark Blood-Red	\$1.90	\$17.50
● No. 2 Bright Red	1.90	17.50
● No. 3 Pure Rose (Rose of Aalsmeer). Medium salmon-pink	1.90	17.50
No. 4 Soft Rose with carmine eye. Lander-rose; wine-red eye	1.90	17.50
No. 5 White with carmine eye	1.90	17.50
● No. 6 Pure White	1.90	17.50
● No. 7 Bonfire. Brilliant scarlet-salmon	2.50	22.00
No. 8 Salmon Scarlet (America Imp.)	2.50	22.00
No. 9 New Salmon-Rose Imp.	2.50	22.00
● No. 10 Glory of Wandsbek (Perle of Zehlendorf). Bright, deep salmon	2.40	20.00
● No. 11 Rose of Zehlendorf. Light salmon ..	2.40	20.00
No. 12 Orange Beauty. Orange-vermilion ..	2.50	22.00
No. 13 Rococo Mixed. Fringed flowers; unusual shapes and markings	2.50	22.00
No. 16 Saffron Red, Silver Edged	2.50	22.00
● No. 17 Striped Varieties Mixed. Unusually showy and attractive	2.40	20.00

	100 Seeds	1000 Seeds
No. 18 Mozart. Deep pink	\$2.50	\$22.00
No. 19 Lavender. Fuchsia-orchid	1.90	17.50
No. 21 Pink Pearl. Salmon-pink	2.50	22.00
No. 22 Baardse Wonder. Salmon with white border	2.50	22.00
No. 24 Roseum Oculatum. Light pink, salmon eye	2.40	20.00
No. 26 Victoria. Fringed white, tipped red..	2.50	22.00
● No. 30 Mixture of above colors	1.80	16.50
No. 50 Ruffled Lavender	2.50	23.00
No. 51 Ruffled Salmon	2.50	23.00
No. 52 Ruffled White	2.50	23.00
No. 53 Ruffled Dark Red	2.50	23.00
● No. 60 Ruffled Mixture	2.50	23.00

VOGT'S DOUBLE-FLOWERED STRAIN

Admiration. Salmon-rose with shaded eye. Mixture.

Prices above 2, each: 100 seeds, \$3.75; 250 seeds, \$7.75; 500 seeds, \$14.50. For Perennial Cyclamen, see page 17.

DISCOUNTS—In addition to our regular cash discounts, the following special discounts are allowed on Cyclamen seed: 250 of a variety at 1000 rate (except Vogt's); 10,000 to 25,000 seeds, any assortment, 5%; over 25,000, 10%.

Calendulas

GREENHOUSE VARIETIES

(3,000 seeds per oz.)

Start in July or August and grow cool—not over 45° nights during fall and winter. They will not thrive in Carnation-house.

- **Ball Imp. Long Orange.** Long stemmed and large flowered.
- **Ball Masterpiece.** Deep glowing orange with dark eye.
- **Ball Lemon Queen.** Lemon-yellow with dark brown eye.
- **Ball Gold.** Deep golden yellow with light eye.

Campfire. Popular deep orange.

Prices above 5, each:

Tr. pkt., 50c; $\frac{1}{4}$ oz., \$1.00; 1 oz., \$3.00; 4 ozs., \$9.00.

temperature. They need regular disbudding and prefer ground beds; otherwise they are very easy and inexpensive to handle.

Ball Formula Mixture. Carefully made up of our named varieties with fully half orange.

Ball Art Shades Mixture. Contains many original and unusual shades and interesting bi-colors.

Prices above 2, each:

Tr. pkt., 40c; $\frac{1}{4}$ oz., 80c; 1 oz., \$2.40; 4 ozs., \$7.20.

Primulas

(Primroses)

PRIMULA MALACOIDES

12,000 seeds per $\frac{1}{32}$ oz. Baby Primroses, as they are often called, provide the grower with one of his most valuable sources of colorful material for Valentine's Day and early spring combination boxes. You'll find they move readily as pot plants, too. 3's and 4's are the most profitable sizes, and they can be had from late January on by sowing from August to October.

Malacoides Primulas are of easy culture if they are grown in an airy, cool house (45° night temperature) and not allowed to get dry between waterings. Equally important is the avoidance of fertilized soil in the seed flat or early stages of growth.

Brightness  **HYBRID** (New.) The first F₁ Hybrid Primula ever offered! Flowers are a rich, luminous, deep rose and, as observed in our trials, Brightness was "head and shoulders" above any other variety in uniformity, vigor and profusion of blooms. A genuinely outstanding Primula. Tr. pkt., **\$1.25**.

● **Glory of Riverside Imp.** An excellent variety with freely produced, beautiful salmon-rose flowers.

White Giant. Fine pure white; large flowers and heavy stems.

Brilliancy Imp. Large flowers of rich wine-red.

● **Mrs. Eriksson of Riverside.** Large flowers of glowing rose-red on compact plants of medium height.

Ball Lavender. Bright orchid-lavender.

Mixture. Our own balanced formula mixture.

Prices above 6, each:

Tr. pkt., **\$1.25**; $\frac{1}{64}$ oz., **\$2.75**; $\frac{1}{32}$ oz., **\$5.25**.

● **Red Velvet.** Newly opened flowers are a bright coral-rose changing to deep, velvety crimson-red as they mature.

Tr. pkt., **\$1.50**; $\frac{1}{128}$ oz., **\$2.50**.

DOUBLE MALACOIDES

Fairy Jewels. Double pink.

Tr. pkt. (1000 seeds), **\$1.50**; $\frac{1}{128}$ oz., **\$2.50**.



CROSSANDRA

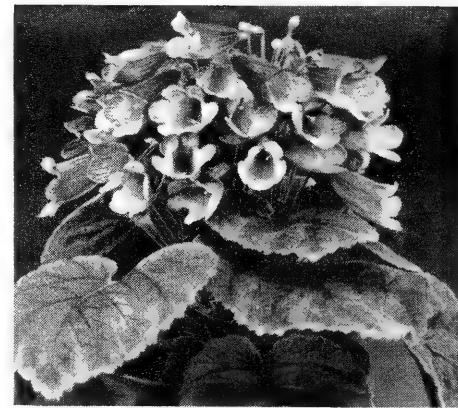
Glossy, Gardenia-like foliage and flower spikes of overlapping clear salmon florets. Flowers in 7 to 8 months in a warm house and in rich, well-drained soil. Requires at least 70° night temperature for satisfactory germination. Minimum of 65° for best growth.

50 seeds, **\$2.00**; 200 seeds, **\$6.00**.

GERANIUMS

● **Florist Mixture** (New). Extra large flowered singles saved from named varieties. This is acknowledged by experts to be the country's finest strain of seed grown Geraniums.

500 seeds, **\$1.75**; 2,000 seeds, **\$5.25**.



NAEGELIA (Temple Bells)

1,500,000 S.

Art Shades. Dwarf plants with Gloxinia-like leaves and clusters of slender, tubular flowers in shades of pink, red, yellow and orange; all with spotted throats. This showy pot plant requires the same culture as Gloxinias. Tr. pkt., **\$1.50**.

Annual Larkspur

8,000 seeds per oz.

For Early Summer Cut Flowers Outdoors: If a sowing is made outdoors by growers in the near South 6 or 7 weeks before the ground freezes, plants well enough established to winter over in all except the most severe seasons can be produced. In the North sowing should be done as early in the spring as the soil can be worked—just as soon as the frost is out of the ground.

Under Glass—Spring Flowering: For indoor growing, Larkspur is a nice crop to follow either early or late Mums. Well started, 3-inch, banded or potted plants should be ready, and are produced by a September or later sowing. Space at least 12 x 12 in. on ground beds; 10 x 10 in. on raised beds should be ample. The after-Mum planting is generally started out cool, 45° nights, increasing to 50° or more with spring weather. Height indoors 4 to 5 ft.

Germination: Larkspur seed doesn't germinate well in high temperatures. If it must be sown when hot, better do so in flats set under a bench or in a cool shed. It requires 2 to 3 weeks to come through, sometimes longer.

New Crop Seed is always most reliable for sowing under adverse conditions of summer heat. We have a special source for Larkspur seed (7 best varieties only) permitting delivery in early July. If you order in early summer, please specify whether you prefer to wait for new crop. After August all orders are filled with new crop seed.

GIANT IMPERIALS

(Base Branching)

- **Blue Bell.** Shades of light blue.
- **Blue Spire.** Good violet-purple.
- **Brilliant Rose.** See 7 Best, above.
- **Exquisite Pink Imp.** Fine medium pink.
- **Lilac King.** Orchid-lavender.
- **Lilac Queen.** Lavender-mauve.
- **Los Angeles Imp.** Salmon-rose.
- **Rosalind.** Vigorous, medium pink.
- **Rosamond.** Stock-flowered; deep rose.
- **Sweet Lavender.** A good lavender.
- **White Cockade.** Pure white.
- **White King.** Standard white.
- **Formula Mixture** of Giant Imperials.
- Prices above 13, each: tr. pkt., 30c; $\frac{1}{2}$ oz., 90c; 1 oz., \$1.60; 4 ozs., \$5.25; 1 lb., \$16.00.

REGAL TYPE

- **Regal White.** Fine, compact spikes.
- **Regal Rose.** Rich deep rose with fine, heavy spikes and large, double florets.
- **Regal Salmon-Pink.** See 7 Best, above.
- Prices above 3, each: tr. pkt., 40c; $\frac{1}{2}$ oz., \$1.00; 1 oz., \$1.80; 4 ozs., \$6.00; 1 lb., \$18.00.

SUPER MAJESTICS

- **Deep Salmon-Pink.** Medium deep rose.
- **Lavender.** Beautiful lavender-mauve.
- **Light Blue.** See 7 Best above.
- **Rose-Pink.** Excellent deep rose.
- **Rosy Mauve.** Rich dark lilac shade.
- **White.** Long-stemmed pure white.
- **Mixture** of above and other colors.
- Prices above 7, each: tr. pkt., 30c; $\frac{1}{2}$ oz., 90c; 1 oz., \$1.60; 4 ozs., \$5.25; 1 lb., \$16.00.

SUPREMES

- **Dark Blue Supreme.** See 7 Best, above.
- **Lilac Supreme.** See 7 Best, above.
- **Rose Supreme.** Clear deep rose.
- **Salmon Supreme.** See 7 Best, above.
- **White Supreme.** See 7 Best, above.
- **Supreme Mixture.** All Supreme colors.
- Prices above 6, each: tr. pkt., 40c; $\frac{1}{2}$ oz., \$1.00; 1 oz., \$1.80; 4 ozs., \$6.00; 1 lb., \$18.00.

HYACINTH-FLOWERED

Produces one long non-branching spike. Early and non-shattering. For greenhouse use only.

Dark Blue	Lavender	Pink
Purple	White	Mixed

Prices above 6, each: tr. pkt., 50c; $\frac{1}{4}$ oz., \$1.00; 1 oz., \$3.00; 4 ozs., \$10.00.

Fall is the Ideal Time to Sow

Florist Grade Lawn Grass Seed

FLORIST FORMULA MIXTURES

(Use 1 lb. for 200 sq. ft.)

SUNNY LOCATIONS

Here is a formula with Kentucky Blue Grass as the base and two other fine grasses in proportion. Very suitable also for **light shade**. Tops in its class.

1 to 10 lbs., \$1.40 per lb.; 11 to 100 lbs., \$1.15 per lb. Write us for prices on larger quantities. Suggested resale price: \$1.85 per lb.

SHADY LOCATIONS

Suitable for all places shaded by trees, shrubs and buildings, this mixture will make a permanent turf of good quality. Contains a large amount of Fescue and shade-loving Trivialis Blue Grass. 1 to 10 lbs., 95c per lb.; 11 to 100 lbs., 75c per lb. Write us for prices for larger quantities. Suggested resale price: \$1.10 per lb.

VILLAGE GREEN

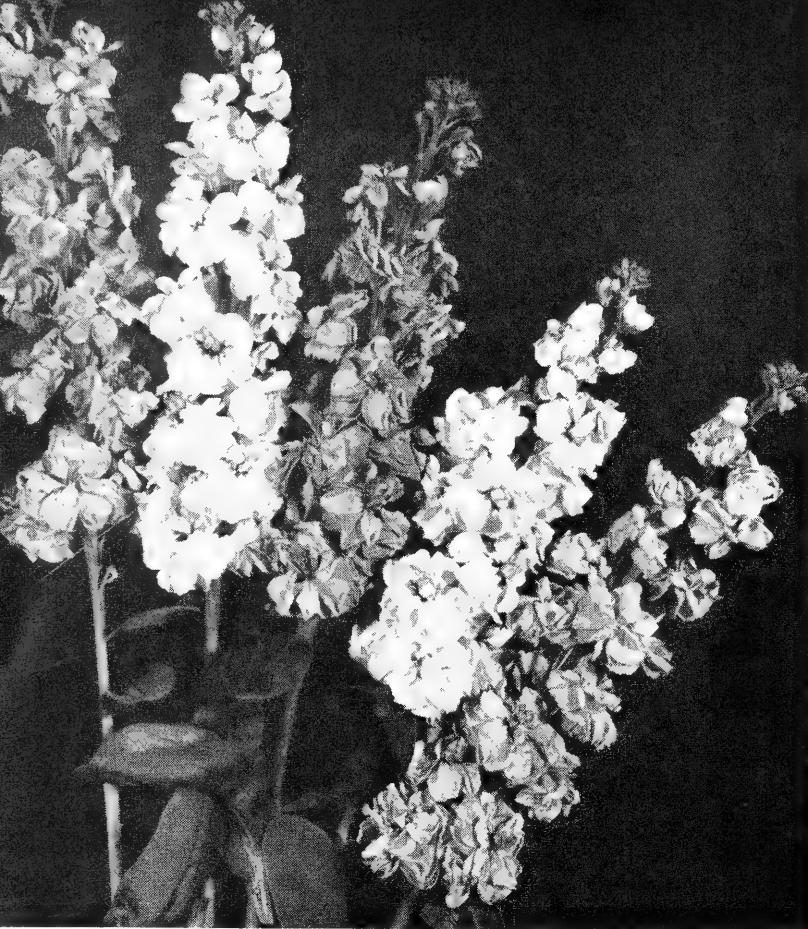
Our Economy Blend, will make a good lawn quickly and on any soil. The ingredients are clean and well blended, but cannot be depended upon to make a permanent turf. Does not contain Timothy.

1 to 10 lbs., 60c per lb.; 11 to 100 lbs., 45c per lb. Write us for prices for larger quantities. Suggested resale price: 75c per lb.

MERION BLUE GRASS

Write for prices.

When ordering please state if you wish 1-lb. cartons, 5-lb. bags, or bulk. Otherwise we will use our own judgment. 1 to 10 lbs. cheapest way. Grass seed prices net, subject to change without notice.



Left to right, five popular varieties. **Lilac-Lavender**, **Minaret**, **Purple Heart**, **Ball White No. 16**, and **Ball Supreme No. 22**.

PINK, ROSE and RED

● **Pacific Pink.** A bright, luminous salmon-rose-pink without the bluish or orchid cast of other pinks and roses. Somewhat later than most Column Stocks, and is at its best in spring.

● **No. 22 Ball Supreme.** A long-stemmed, vigorous growing variety with fine, heavy spikes of rich silvery rose.

No. 11 Ball Pink. A medium pink. Earlier and somewhat lighter than our No. 22 but not quite as long-stemmed.

No. 14 Ball Rose. An early flowering, fairly deep rose-pink. Darker in color than Supreme No. 22.

No. 9 Chamois-Pink. A warm rosy buff color. Good stems and flower spikes.

No. 7 Malmaison Pink, Improved. Long stems and spikes of soft shell-pink; a popular color.

No. 6 American Beauty. Rich deep American Beauty or carmine-rose.

● **No. 8 Ruby Improved.** A brilliant scarlet-crimson without the purple cast of other reds.

Pink Giant. Color identical to No. 14 Ball Rose, but it is later and somewhat taller.

U.S.D.A. Double Pink. A U.S.D.A. development which improves the Hansen dark-leaved single, light-leaved double strain. Light-leaved doubles may be selected in seedling stage. In our greenhouse trials stem length was greater than Hansen's but not as long as regular Columns. Doubles retain some light leaf color in blooming stage.

1/2 tr. pkt., \$1.00; tr. pkt., \$1.75; 1/8 oz., \$3.30; 1/4 oz., \$6.00; 1/2 oz., \$10.00; 1 oz., \$18.00.

PRICES all Column Stocks (except where noted), each:

1/2 tr. pkt., **75c**; tr. pkt., **\$1.25**; 1/4 oz., **\$2.75**; 1/2 oz., **\$5.25**; 1 oz., **\$10.00**.

Ball COLUMN (NON-BRANCHING) Stocks

(18,000 seeds per oz.)

A visit to any market in the spring will confirm the fact that Non-Branching Stocks remain high on the list of cool house crops. Easter remains the high point for them, but for either market or retail grower a succession of crops flowering from February through May pays best. **Steady supply!**

Our Stock breeding work (already 21 years old) has recently yielded improved strains of white, lavender, pink and other colors. We believe you will find them definitely heavier, finer spiky, generally superior. These new strains are offered at standard prices.

We figure on 5 to 5 1/2 months from seed sowing to cutting for Easter, and 4 1/2 to 5 months for Mother's Day, depending on whether raised or ground benches are used, temperatures, and the prevailing amount of sunshine. We space them 3 inches in rows 6 inches apart crossways of the bench. Soil sterilization is important, as is good drainage and care in watering to aid in the control of the root rot which sometimes affects Stocks. Sub-irrigation, where practical, affords excellent control, as the surface of the soil where infection occurs can be kept relatively dry. Seed may be sown direct in the flowering bench and plants thinned later; or transplanted from seed flats, saving a month's use of bench space. Direct sowing in 2x2 veneer bands pays where you are crowded for time.

WHITE

● No. 25 MINARET

This fine white combines the close-spaced spike of No. 16 with a larger, longer stem which should make it quite valuable to cut flower growers. Fred Campbell of the Floral Park Greenhouses, Butte, Montana, says of this fine variety: "Late July sowing of No. 25 Minaret flowered for Christmas and early January. Stems 3 ft. long and excellent color. Thanks for sample."

Pacific White. A pure white with large, well spaced florets. Spike is similar to Ball White No. 16, but stems are somewhat longer. A bit later than No. 16 but earlier than Avalanche. Recommended for both greenhouse and outdoor use.

● **No. 16 Ball White—Medium Tall.** This early pure white is the most popular variety on our entire list.

No. 99 Ball White. Averages 4 to 6 inches taller than No. 16.

White Giant. Good long-stemmed white for outdoor growing. We prefer our No. 16 Ball White for greenhouse use, although some growers have reported favorably on White Giant for this purpose.

Gardenia, Imp. Pure white. Branches somewhat. A fine outdoor strain.

No. 5. Ball Dwarf White. An ideal pot plant variety.

● **Avalanche.** Finest white for outdoor growing; also excellent for greenhouse use although later than No. 16.

OUR "6 BEST"

- **No. 16 Ball White—Medium Tall.** Early, pure white.
- **No. 1 Lilac Lavender Improved.** Popular silvery lilac.
- **No. 22 Ball Supreme.** Fine, heavy spikes of rich silvery rose.
- **No. 20 Ball Apricot.** Apricot, faintly tinged pink.
- **No. 21 Purple Heart.** Bright violet-purple.
- **No. 8 Ruby Improved.** Crimson-red.

COLLECTION. 1 tr. pkt. each of the 6 best varieties for \$6.75.

Ball COLUMN (NON-BRANCHING) Stocks

(18,000 seeds per oz.)

LAVENDER, BLUE and PURPLE

- **No. 1 Lilac-Lavender Improved.** Early blooming. Silvery lilac. Good stems with long flower spikes.
- **No. 3 Ball Blue Improved.** Deep bluish lavender; long spikes.
- **No. 21 Purple Heart.** Long-stemmed and large-flowered, bright violet-purple. Early blooming.

FOR OUTDOOR GROWING

We recommend the following for cut-flower use outdoors in California, Arizona, and other areas where they are grown.

Avalanche	Pacific Pink
White Giant	Malmaison Pink Improved No. 7
Gardenia, Imp.	Lilac-Lavender Improved No. 1
Pacific White	Purple Heart No. 21
Ball Supreme No. 22	Yellow Wonder
Ball Rose No. 14	Pink Giant

Write for Quantity Prices

No. 26 BUTTERSCOTCH

This fine, creamy yellow is a definite improvement over present strains in stem length, flower size and color. Highly recommended.

- **No. 20 Ball Apricot.** Long spikes of rich apricot tinged pink.

No. 24 Deep Apricot Improved. Darker than No. 20.

No. 17 Gold Standard. Creamy ivory-yellow.

Yellow Wonder. Popular ivory-yellow for outdoor growing. Branches slightly.

No. 10 Mixture. Our own formula mixture.

Prices above Column Stocks, each: $\frac{1}{2}$ tr. pkt., **75c**; tr. pkt., **\$1.25**; $\frac{1}{4}$ oz., **\$2.75**; $\frac{1}{2}$ oz., **\$5.25**; 1 oz., **\$10.00**.

Hansen's ALL-DOUBLE Select Stocks

Light leaved doubles and dark leaved singles—apparent in the seedling stage at 50°—provide a positive means of separating singles from doubles in this strain. **Stems are about one-half as long as the regular Ball type Column Stocks.**

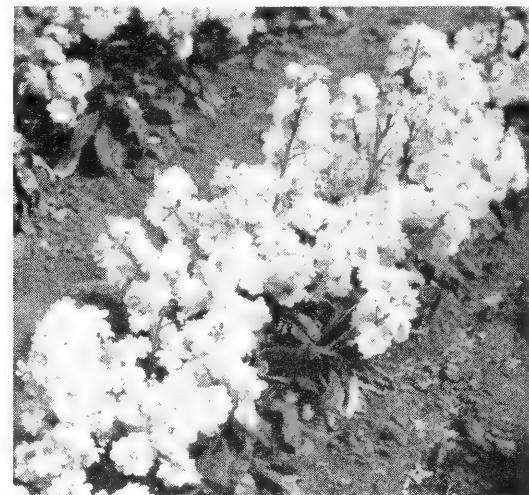
Shell-Pink

Rose

White

Prices above 3 varieties, each: tr. pkt., **\$1.50**; $\frac{1}{16}$ oz., **\$2.70**; $\frac{1}{4}$ oz., **\$9.00**.

Dwarf Park Mixed. A dwarf branching type of the All-Double Select Stocks described above. Tr. pkt., **75c**; $\frac{1}{16}$ oz., **\$1.20**; $\frac{1}{4}$ oz., **\$4.00**.



DWARF PARK MIXED

BRANCHING STOCKS

TRYSONIC HI-DOUBLE STOCKS

An unusual new race of branching Stocks which, according to the originator, makes use of scientific plant breeding principles to produce 80-85% double flowering plants.

Chamois. Buff-pink.

Bright Rose

Canary Yellow

White

Fiery Red

● **Trysonic Hi-Double**

Lilac-Lavender

Mixture

Navy-Blue

Prices above 8, each: $\frac{1}{2}$ tr. pkt., **\$1.00**; tr. pkt., **\$1.75**; $\frac{1}{8}$ oz., **\$2.90**; $\frac{1}{4}$ oz., **\$5.00**.

IMPROVED BISMARCKS

Antique Copper. Copper-red.

Elk's Pride. Rich purple.

Apple Blossom. Pale, delicate pink.

Golden Ball. Ivory-yellow.

Blood-Red. Ruby-red.

● **Lavender.** Lilac-lavender.

Chamois. Chamois or buff.

Lilac. Fairly deep lilac-blue.

Formula Mixture of above colors.

● **Rose.** Bright rose-pink.

Prices above 11, each: tr. pkt., **40c**; $\frac{1}{4}$ oz., **\$1.25**; 1 oz., **\$4.00**.

Shasta. White.

GIANTS OF CALIFORNIA

Stronger growing than the Bismarcks.

Golden Gate. Soft, creamy yellow.

Pacific. Fairly dark lilac-mauve.

Redwood. Bright ruby-red.

Santa Barbara. Chamois or buff.

● **Santa Maria.** Best branching white.

Tahoe. Clear lavender.

● **Yosemite.** Rich rose-pink.

Prices above 7, each: tr. pkt., **40c**; $\frac{1}{4}$ oz., **\$1.40**; 1 oz., **\$4.75**.

Mixture of all colors in this class.

Tr. pkt., **40c**; $\frac{1}{4}$ oz., **\$1.25**; 1 oz., **\$4.25**.

DWARF TEN WEEK

Makes very attractive pot plants.

Blood-Red

Carmine-Pink

Lavender

Deep Rose

Purple

Canary-Yellow

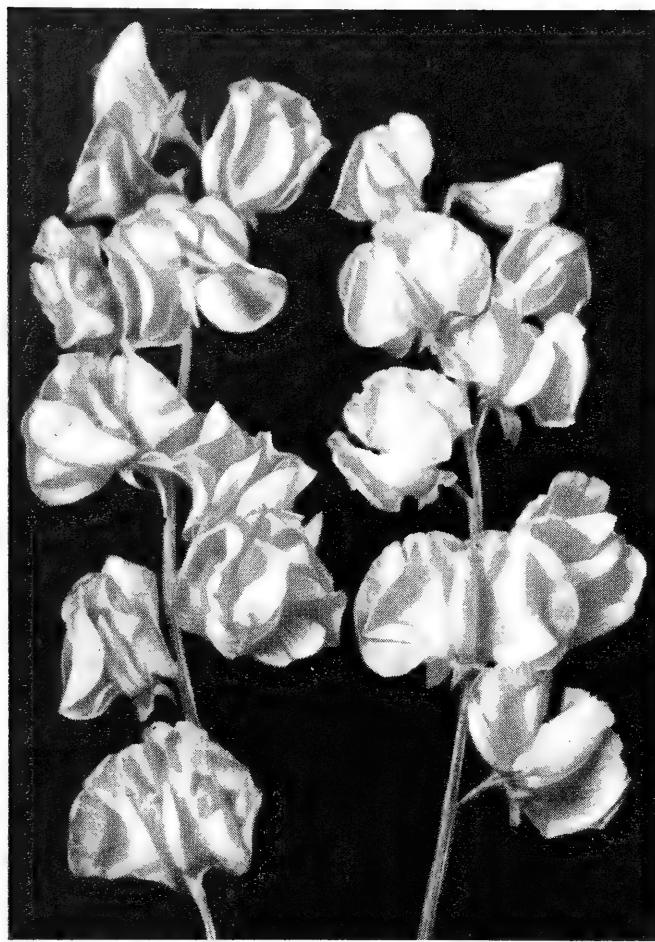
White

Formula Mixture

Prices above 8, each: tr. pkt., **30c**; $\frac{1}{4}$ oz., **75c**; 1 oz., **\$2.25**.

BROMPTON or WINTER

Early Harbinger. Mixed colors. Tr. pkt., **50c**; $\frac{1}{4}$ oz., **\$2.00**; 1 oz., **\$6.00**.



ZVOLANEK'S MULTIFLORA SWEET PEA

Winter Sweet Peas

350 seeds per oz.

ZVOLANEK'S MULTIFLORAS

Originator's Seed

These fine varieties are the result of years of painstaking selection on the part of William Zvolanek, veteran California Sweet Pea breeder. They are unusually free flowering and **long-stemmed** with many stems carrying **5 to 6 flowers** instead of the usual 3 and 4. Not hard to visualize what this means to growers in better market returns over a period of a few weeks of picking.

Blue Wonder. Fine, clear medium blue flowers on very long, strong stems. **Available after September 15.**

Deep Rose. Deep, bright rose; fine for spring. Long stems, and vigorous growth.

• **GEO. J. BALL**

Named for the late Geo. J. Ball, this new, deep coral-rose is one of the finest Multiflora Sweet Peas.

Giant Lilac. Bright mauve, same color as Triumph. Large flowers on extra long, heavy stems. Strong growth. **Available after September 15.**

• **Lavender.** Orchid-lavender, near Twilight in color. A strong grower with extra long stems.

Light Rose-Pink. Almost flesh-pink in color. Large flowers on long stems.

Orange-Cerise. Extra large flowers on long stems. A bright and striking color.

Red. Christmas red.

• **Rose.** Extra large, medium rose flowers on extra long, heavy stems. Vigorous growth.

• **Salmon-Pink.** Large, medium rose-pink flowers with salmon cast. Stems are extra long, but not as heavy as the other varieties in this class.

Whirlwind. Large, light rose flowers on long stems.

• **White.** Pure white. Long, strong stems.

Multiflora Mix. A complete color assortment.

Prices above 13 varieties, each: $\frac{1}{2}$ oz., \$1.10; 1 oz., \$2.00; 4 ozs., \$6.65; 1 lb., \$20.00.

STANDARD WINTER VARIETIES

While we prefer the Spring Flowering for late greenhouse planting, the Winter class does flower earlier and in some sections is preferred even for outdoor planting.

PINK, ROSE and SALMON

- Boon.** Deep salmon-rose.
- **Ball Rose Queen.** Extra long-stemmed and large-flowered clear rose-pink. One of the finest winter varieties.
- **Ball Rose Supreme.** Large wavy flowers of bright silvery rose. Good stems and free flowering.
- **Ball Salmon.** Fairly deep salmon-pink; an excellent producer.
- Bridesmaid.** Delightful silvery pink. Long stemmed.
- Daphne.** Soft salmon-pink on cream. Large flowered.
- **Hiawatha.** Strong growing, large flowered deep rose.
- Laddie Imp.** Long stemmed, fairly light rose-pink.
- Mother Machree.** Large coral-rose flowers; semi-duplexed.
- **New Ball Rose.** Free flowering, bright rose. **Available September.**
- Sequoia.** Large-flowered salmon-rose.
- Tops.** Extra large, wavy flowered, light salmon-rose.

ORANGE and RED

- **Ball Orange Supreme.** Bright, clear orange with no rose shading.
- **Fiesta.** Brilliant scarlet-cerise; the finest winter red.
- Redwood.** Large flowered, deep velvety crimson.
- Sparks.** The finest poppy-scarlet.
- **Treasure Island.** Large, wavy flowers of golden orange.

WHITE

- Ball White.** Long stemmed pure white; white-seeded.
- **Cascade.** Large flowered. Earliest white. White seeded.
- Hope.** Fine black seeded white.
- White Harmony.** Similar to Hope; black seeded.

LAVENDER, BLUE and PURPLE

Avalon. Large, mid-blue flowers on long stems.

Bacchus. Deep maroon; large flowered.

• **Ball Blue Supreme.** Rich mid-blue. Large flowers and a good producer.

Harmony. Early flowering lavender.

Michigan. Clear lavender.

Mrs. Hoover. Early mid-blue.

• **Rhapsody.** Extra large flowered, deep rosy lavender.

Top Hat. Deep bright violet-blue.

• **Triumph.** Long-stemmed, rich lilac-mauve; very well liked.

• **Twilight.** A bright clear lavender.

Prices all above standard winter varieties, each: $\frac{1}{2}$ oz., 35c; 1 oz., 55c; 4 ozs., \$1.65; 1 lb., \$6.00.

MIXTURES

• **12 Best Mixture.** Our own formula mixture of the 12 best. $\frac{1}{2}$ oz., 35c; 1 oz., 55c; 4 ozs., \$1.65; 1 lb., \$6.00.

Ball Early Mixture. Carefully balanced mixture of winter varieties. $\frac{1}{2}$ oz., 30c; 1 oz., 50c; 4 ozs., \$1.50; 1 lb., \$5.50.

COLLECTIONS

$\frac{1}{2}$ oz. each of the above "12 Best" (dotted) named varieties for **\$3.80.**

1 oz. each of the above "12 Best" (dotted) named varieties for **\$6.10.**

Spring Peas

350 seeds per oz.

CUTHBERTSON STRAIN

This class is midway in blooming date between the Winter and Summer types, and is the preferred kind for spring greenhouse flowering. Don't sow before October for this purpose. They are also widely planted for outdoor use, being a week or two earlier than the Summer class.

PINK, ROSE and SALMON

- **Billy.** Bright cerise-rose on salmon; very showy.
- **Carol.** Attractive clear pink on white ground; salmon shading.
- **Doris.** Deep cherry-rose. Extra strong growth with fine stems.
- **Evelyn.** Extra long stemmed, soft salmon-pink.
- **Lois.** Light rose-pink, similar in color to Ball Rose Queen.

RED

- **Coline.** Vivid, intense scarlet.
- **Jimmy.** Rich, deep cherry-red.

LAVENDER, BLUE and PURPLE

- **Frank G.** Fine soft rosy lavender. One of the best.
- **Hazel.** Soft, light Princess Blue shade.
- **Jessie.** Rich lavender-mauve.
- **Tommy.** Clear mid-blue. A popular commercial color.

WHITE

- **Janet.** Large frilled white. Black seeded.

MIXTURE

- **Mixture.** Balanced according to demand for each color.
- Prices above 13 Cuthbertson varieties, each:
1/2 oz., 35c; 1 oz., 55c; 4 ozs., \$1.65; 1 lb., \$5.00.



William Zvolanek, originator of the Floribunda Sweet Peas, looking over his seed crop.

FLORIBUNDAS

Originator's Seed

Developed from the sensational Multifloras (longer, stronger stems with as many as 6 and 7 blooms), the Floribunda Class is a spring flowering Sweet Pea. It branches freely with long, strong stems, as many as 6 and 7 blooms, and has other fine characteristics of the Multiflora line.

Our last season's trials definitely indicate that the Floribundas are superior to other strains for spring greenhouse or outdoor use in our locality.

White Blush

Purple

Lilac

Carmine-Rose

Lavender

Rose-Pink

Light Pink

Mid-Blue

Scarlet

Mixture

Prices above 10, each: 1/2 oz., \$1.10; 1 oz., \$2.00;
4 ozs., \$6.65; 1 lb., \$20.00.

Summer Peas

350 seeds per oz.

PINK, ROSE and SALMON

- **Ball Shrimp-Pink.** A pleasing soft shrimp-pink. Vigorous growth and long stems make this outstanding.

Maytime. A bright golden cerise with large flowers and long stems.

Pinkie. Finest large flowered rose-pink; long stemmed and a heavy producer.

Sweet Afton. Strong growing bright silvery pink. An excellent variety.

RED

- **Welcome.** An intense sunproof scarlet of vigorous growth. Fine flower size and stem, and a heavy producer.

"GROWER TALKS"

Our **GROWER TALKS** is the only commercial monthly publication which is devoted exclusively to flower growing: suggestions for items to grow, sowing dates, insect and disease controls, varieties, etc. Yours for 3 years for **\$2.50**. **Binder** for 24 issues of GROWER TALKS, **\$1.50**.

WHITE

Gigantic. Excellent, pure white; black-seeded.

● **Snow White.** The finest clear white; black-seeded.

LAVENDER, BLUE and PURPLE

● **King Lavender.** Exceptionally fine, clear even lavender with long, strong stems. Excellent growth.

Olympia. Deep purple.

● **Windsor Blue.** A supremely fine mid-blue. Its clear even color, stem length, and flower size set it apart.

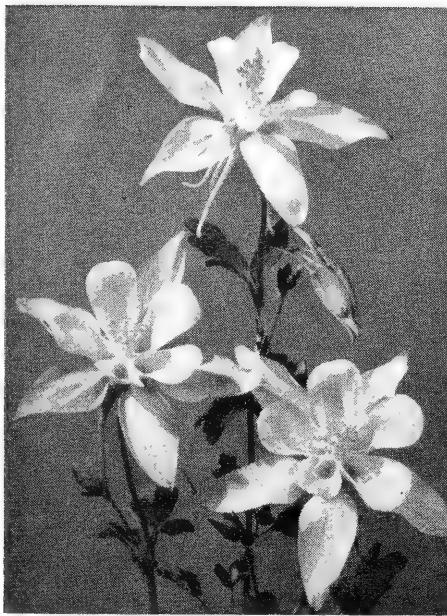
MIXTURE

● **Ball Best Mixture.** Composed only of the best varieties in proportion to their commercial value.

Prices all above Summer Peas, each:

1/2 oz., 25c; 1 oz., 40c; 4 ozs., \$1.25; 1 lb., \$4.00.

Hardy Perennials



**AQUILEGIA,
McKANA'S GIANT**
One of this year's All-American award winners. The first perennial to be so honored in 18 years.



A sowing of hardy perennials made this summer will flower freely next year with a minimum of care. See our spring catalog for a more complete description of the following:

ACHILLEA—● **Filipendula, Parker's Variety** (Cloth of Gold). 225,000 S. Large heads of golden yellow flowers; long stems.

● **The Pearl** (Ptarmica). 170,000 S. 30 in. The standard double white for cutting.

Above 2, each: tr. pkt., 30c; 1/8 oz., 70c; 1/4 oz., \$1.25.

ACONITUM (Monkshood)—**Napellus**. 10,000 S. Dark blue; does best in partial shade. Tr. pkt., 30c; 1/4 oz., 80c.

ALSTROEMERIA (Lily of Peru)—**Chilensis**. 1,600 S. Shades of pink, rose and red. Medium tall. For bedding and cut flower use. Germination erratic. Tr. pkt., 55c; 1/4 oz., \$1.65; 1 oz., \$5.00.

ALYSSUM—● **Saxatile Compactum** (Gold Dust). 30,000 S. 12 in. Rich golden yellow. Tr. pkt., 20c; 1/4 oz., 35c; 1 oz., \$1.00.

Saxatile Silver Queen (Sulphureum). Light lemon-yellow. Tr. pkt., 30c; 1/4 oz., \$1.00; 1 oz., \$3.00.

ANCHUSA—**Dropmore Strain** (Italica). 1,100 S. 5 ft. Nice blue for cutting. Tr. pkt., 20c; 1/4 oz., 60c; 1 oz., \$1.80.

Myosotidiflora. 10,500 S. 12 in. May flowering Forget-me-not blue. Tr. pkt., 60c; 1/8 oz., \$1.35; 1/4 oz., \$2.50; 1 oz., \$8.50.

ANEMONE—**St. Brigid Mixed**. 37,000 S. Choice long stemmed mixture of brilliant colors. Tr. pkt., 55c; 1/4 oz., \$1.10; 1 oz., \$3.25.

Pulsatilla (European Pasque Flower). Beautiful violet-purple flowers on 12-inch plants which are covered with silky hairs. Blooms in April-May; likes a dry location. Tr. pkt., 40c; 1/8 oz., 70c; 1/4 oz., \$1.20.

ANTHEMIS—**Kelwayi** (Hardy Marguerite). 85,000 S. 3 ft. Yellow Daisy flowers produced throughout summer. Tr. pkt., 20c; 1 oz., 70c.

AQUILEGIA (Columbine)—**Alpina**. 15,500 S. 18 in. Mid-blue.

Coerulea (Rocky Mountain Columbine). 18 in. Sky-blue; white corolla.

● **Mrs. Scott Elliott's Mixture**. 2 ft. An excellent and popular long-spurred mixture.

Rose Queen. 18 in. Rose with white corolla.

Snow Queen. 2 ft. Creamy white flowers.

Above 5, each: tr. pkt., 40c; 1/4 oz., \$1.10; 1 oz., \$3.25.

AQUILEGIA, Continued

Copper Queen. 2 ft. Copper-red shades with straw-yellow corolla. Tr. pkt., 55c; 1/8 oz., \$1.65; 1/4 oz., \$3.00.

Crimson Star Hybrids. 18 in. About 90% dark red with white corolla. Tr. pkt., 60c; 1/8 oz., \$1.75; 1/4 oz., \$3.00.

Longissima Yellow. 2 ft. Delicate, pale yellow with extra long (4 in.) spurs. Tr. pkt., 60c; 1/16 oz., \$2.50; 1/8 oz., \$4.75.

Longissima Mixed. 2 ft. A variety of attractive shades in this extra long-spurred class. Tr. pkt., 60c; 1/16 oz., \$2.00.

Mrs. Nicholls. 2 ft. Large flowered, deep blue. Tr. pkt., 50c; 1/8 oz., \$1.50; 1/4 oz., \$2.75; 1 oz., \$9.00.

● **Long-Spurred Mixture**. A well-balanced blend with large flowers and long spurs. Based on our trial ground observations, this is the preferred mixture. Tr. pkt., 40c; 1/4 oz., \$1.10; 1 oz., \$3.25.

McKANA'S GIANT

(New) (ALL-AMERICA SELECTION) Large, extra long-spurred flowers 3 to 4 inches across in a gay mixture of colors. One of the showiest of all Columbines.

1/16 oz., \$1.50; 1/8 oz., \$2.75; 1/4 oz., \$5.00; 1 oz., \$16.00.

ARABIS (Rock Cress)—● **Alpina, Snowcap**. 150,000 S. 6 in. Shining snow-white. Tr. pkt., 40c; 1/4 oz., 80c; 1 oz., \$2.75.

Alpina. 12 in. White. Tr. pkt., 25c; 1/4 oz., 55c; 1 oz., \$1.80.

Spring Charm (Blepharophylla). Carmine. Semi-hardy. This variety should be wintered over in frames. Will bloom in April-May. Tr. pkt., 50c.

ARMERIA (Thrift)—**Alpina**. 32,000 S. Dwarf, bright rose. Tr. pkt., 75c; 1/16 oz., \$2.75.

Formosa, Large-Flowered Hybrids. 12,000 S. 2 ft. Tr. pkt., 40c; 1/8 oz., 75c; 1/4 oz., \$1.40; 1 oz., \$4.25.

● GLORY OF HOLLAND

Ball-shaped deep pink flowers about 1 1/2 inches in diameter, carried on straight wiry stems 2 feet long. Fine for cutting and blooms throughout the summer. Tr. pkt., 60c; 1/8 oz., \$2.00.

Maritima Splendens (Statice Armeria). 17,500 S. 12 in. Lilac-rose. Graceful evergreen foliage. Tr. pkt., 60c; 1/8 oz., \$1.50.

ARTEMISIA—**Silver Plume** (Lactiflora). 650,000 S. Silvery foliage; creamy blooms. For cutting. Tr. pkt., 40c; 1/16 oz., 75c; 1/4 oz., \$2.25.

ASCLEPIAS—**Tuberosa**. 4,500 S. Fine orange for cutting. Tr. pkt., 30c; 1/4 oz., 90c; 1 oz., \$3.00.

ASPARAGUS—**Willow Spray** (Verticillatus). 600 S. Completely hardy, summer green material. Finely cut foliage. Requires 3 years for best results. Tr. pkt., 55c; 1/2 oz., \$1.35; 1 oz., \$2.50.

ASTER—**Hardy Large-Flowered Mixture**. 17,500 S. 4 ft. Attractive assortment. Tr. pkt., 55c; 1/8 oz., \$1.25; 1/4 oz., \$2.25.

Alpinus, Finest Mixed. 22,000 S. 15 in. Tr. pkt., 55c; 1/8 oz., \$1.10.

AUBRIETIA—**Large-Flowered Hybrids** (Monarch strain). 150,000 S. 6 in. Low growing mat-like plants; similar to Arabis but with flowers in a wide range of colors from lilac to purple.

Hendersoni. Deep purple.

Leichtlini. Carmine-rose.

Prices above 3, each: tr. pkt., 55c; 1/8 oz., \$1.10.

BAPTISIA—**Australis** (False Indigo). 1,700 S. 3 ft. Sprays of pea-shaped indigo-blue flowers. Tr. pkt., 30c; 1 oz., 80c.

PERENNIALS, Continued

BELLIS—*PERENNIS* (Monstrosa). 135,000 S. Popular Double English Daisy.

Rose **White**
Above 3, each: tr. pkt., 60c; $\frac{1}{8}$ oz., \$2.00; $\frac{1}{4}$ oz., \$3.75.

Mixture. Tr. pkt., 60c; $\frac{1}{8}$ oz., \$1.80; $\frac{1}{4}$ oz., \$3.30.

BROOM—*Hybrids Mixed*. 5,500 S. 4 to 5 ft. Vigorous shrubs; bright color range. Tr. pkt., 50c; $\frac{1}{8}$ oz., \$1.25; $\frac{1}{4}$ oz., \$2.35.

CAMPANULA—*CARPATICA*. 350,000 S. 12 in. Dwarf perennial.

Blue. Tr. pkt., 30c; $\frac{1}{8}$ oz., 80c; $\frac{1}{4}$ oz., \$1.45.

● **Cullinmore Mixture.** Contains many new colors in this dwarf class. Tr. pkt., 60c; $\frac{1}{8}$ oz., \$1.50; $\frac{1}{4}$ oz., \$2.80.

Rock Garden Blend. Desirable, low-growing kinds in a wide range of Campanula colors. Tr. pkt., 75c.

MEDIUM CALYCANTHEMA (Cup-and-Saucer type). 120,000 S. 3 ft.

Dark Blue **Light Blue** **Rose** **White** **Mixture**

Above 5, each: tr. pkt., 25c; $\frac{1}{4}$ oz., 50c; 1 oz., \$1.75.

MEDIUM SINGLE (Canterbury Bells). 135,000 S. 3 ft.

Dark Blue **Light Blue** **Pink** **White** **Mixture**

Above 5, each: tr. pkt., 20c; $\frac{1}{4}$ oz., 30c; 1 oz., 90c.

MEDIUM DOUBLE (Canterbury Bells). 102,000 S.

Formula Mixed. Tr. pkt., 30c; $\frac{1}{4}$ oz., 80c; 1 oz., \$2.40.

PERSICIFOLIA. 340,000 S. 30 in.

White **Blue**
Above 2, each: tr. pkt., 40c; $\frac{1}{8}$ oz., \$1.00; $\frac{1}{4}$ oz., \$1.85.

Telham Beauty. China-blue. 30 in.

Tr. pkt., 40c; $\frac{1}{8}$ oz., \$1.00; $\frac{1}{4}$ oz., \$1.85.

PYRAMIDALIS (Chimney Campanula). 250,000 S. 5 ft.

Mixture. Tr. pkt., 40c; $\frac{1}{8}$ oz., \$1.00; $\frac{1}{4}$ oz., \$1.85.

CARNATION—*GRENADIN* (Hardy Carnation). 14,000 S. 20 in.

King of the Blacks. Darkest red.

Golden Sun **● Pink** **● Red** **White** **● Mixture**
Above 6, each: tr. pkt., 60c; $\frac{1}{4}$ oz., \$2.00; 1 oz., \$6.50.

CATANANCHE—*Coerulea*. 16,000 S. 24 in. Everlasting light lavender-blue flowers. Tr. pkt., 25c; $\frac{1}{4}$ oz., 50c; 1 oz., \$1.75.

CENTAUREA—*Montana*. 1,600 S. 24 in. Large Cornflower-blue flowers. Tr. pkt., 25c; $\frac{1}{4}$ oz., 50c; 1 oz., \$1.50.

CERASTIUM—*Tomentosum* (Snow-in-Summer). 42,000 S. 10 to 12 in. An excellent dwarf bedding perennial with silvery foliage and small white flowers. Tr. pkt., 30c; $\frac{1}{4}$ oz., 60c; 1 oz., \$1.80.

CHEIRANTHUS (Siberian Wallflower). 19,000 S.

● **Golden Bedder.** 18 in. Large, deep golden yellow. Tr. pkt., 20c; $\frac{1}{4}$ oz., 40c; 1 oz., \$1.20.

Orange Queen. 18 in. Free-flowering, brilliant orange. Tr. pkt., 20c; 1 oz., 50c; 4 ozs., \$1.50.

CHRYSANTHEMUM—*Korean Hybrids*. 60,000 S. Single and semi-double types in a good color range. Some bloom rather late for localities with early frost dates. Tr. pkt., \$1.00; $\frac{1}{8}$ oz., \$2.50; $\frac{1}{4}$ oz., \$4.50.

● GLORY MIXTURE

9,000 S. Our finest mixture of hardy Chrysanthemums with an exceedingly wide range of brilliant colors. Contains Korean and Arcticum Hybrids, Azaleamums, Indicum and Morifoliums. Tr. pkt., \$1.00; $\frac{1}{8}$ oz., \$2.50; $\frac{1}{4}$ oz., \$4.50.

CLEMATIS—*Paniculata*. 4,500 S. White-flowered climber. *Recta Mandschurica*. 7,500 S. Panicles of fragrant white flowers on 4 to 5-ft. plants.

Prices above 2, each: tr. pkt., 75c; $\frac{1}{8}$ oz., \$1.50; $\frac{1}{4}$ oz., \$2.75.

COREOPSIS—● **Sunburst**. 11,000 S. 24 in. A fine semi-double strain. Tr. pkt., 20c; $\frac{1}{4}$ oz., 35c; 1 oz., \$1.10.

Mayfield Giant. 30 in. Extra large, deep golden yellow. Single. Tr. pkt., 20c; $\frac{1}{4}$ oz., 30c; 1 oz., 90c.

CYCLAMEN.

NEAPOLITANUM PERENNIAL MIXED

(New.) Shades of rose and white flowers about $\frac{1}{3}$ the size of annual Cyclamen. Free flowering on 8-10 inch stems, in August and September. For best results sow early fall and carry seedlings through the first winter under glass, transplanting out to partially shaded area in spring. 100 seeds, \$1.00; 1000 seeds, \$3.00.

DAISY (Chrysanthemum Maximum).

● **G. Marconi.** 1,800 S. The largest flowered and finest double Shasta Daisy. Tr. pkt., 60c; $\frac{1}{8}$ oz., \$1.65; $\frac{1}{4}$ oz., \$3.00.

Double Fringed (Diener's). 24,000 S. A specially reselected strain. Tr. pkt., 60c; $\frac{1}{16}$ oz., \$1.35; $\frac{1}{4}$ oz., \$4.25.

June Marguerite. 40,000 S. Tr. pkt., 25c; $\frac{1}{4}$ oz., 50c; 1 oz., \$1.50.

Mayfield Giant. 21,000 S. Quite large flowered; end of June.

● **Alaska.** 21,000 S. The standard Shasta Daisy; July.

Conqueror. 21,000 S. Giant late white; late July.

Above 3, each: tr. pkt., 20c; $\frac{1}{4}$ oz., 35c; 1 oz., \$1.00.

DELphinium

— See page 18.

DIANTHUS—*Allwoodi Alpinus Mixed*. 28,000 S. 8 to 10 in. Single flowers in shades of pink. Tr. pkt., 35c; $\frac{1}{8}$ oz., \$1.00; $\frac{1}{4}$ oz., \$1.75.

Deltoides Erecta. 6 in. A dwarf rose "Maiden Pink." Tr. pkt., 35c; $\frac{1}{8}$ oz., \$1.00; $\frac{1}{4}$ oz., \$1.75.

Latifolius Atrococcineus. 38,000 S. 12 to 15 in. Miniature rose-like crimson flowers. Tr. pkt., 35c; $\frac{1}{8}$ oz., \$1.00; $\frac{1}{4}$ oz., \$1.75; 1 oz., \$5.25.

Loveliness. 15 in. Large, fringed and curled pastel and white flowers. Quite fragrant. Originator's seed. Tr. pkt., 50c; $\frac{1}{16}$ oz.; $\frac{1}{4}$ oz., \$4.50.

Winteri. 16,400 S. Large single flowers in a rich mixture of pure colors. Long blooming period. Tr. pkt., 60c; $\frac{1}{8}$ oz., \$1.50; $\frac{1}{2}$ oz., \$5.00.

PLUMARIUS (Clove Pink). **Cyclops.** Rose and pink with crimson ring. Tr. pkt., 40c; $\frac{1}{4}$ oz., \$1.10.

Double Mixture (Scoticus Florist Strain). Various shades of pink, rose, and white; some self colors, others with bright crimson zone. 1½-in. flowers on 12-15 in. stems. Tr. pkt., 35c; $\frac{1}{8}$ oz., \$1.00; $\frac{1}{4}$ oz., \$1.75; 1 oz., \$5.25.

Single Mixture. Tr. pkt., 20c; $\frac{1}{4}$ oz., 40c; 1 oz., \$1.45.

BARBATUS (Sweet William). Early June flowering. 24 in.

Holborn Glory. Striking combination of crimson with white.

● **Newport Salmon** (Pink Beauty). Salmon-rose shade.

Purple Beauty. A rich deep color.

Scarlet Beauty. Well named, intense scarlet-red.

Giant White. Ours is an extra large-flowered strain.

Single Mixture ● **Double Mixture**

● **Auricula.** Choice single mixture with very large flowers showing a clearly defined eye. **Sold out till fall.**

Above 8, each: tr. pkt., 35c; $\frac{1}{4}$ oz., 75c; 1 oz., \$2.60.

● **Single Midget Mixed.** A very fine rock plant. 4 to 6 in.

Tr. pkt., 60c; $\frac{1}{4}$ oz., \$1.50; 1 oz., \$4.75.

Double Midget Crimson. A separate color selected from the popular Double Midget Mixed. True to type. Tr. pkt., 50c; $\frac{1}{4}$ oz., \$1.50; 1 oz., \$4.50.

● **Double Midget Mixed.** Tr. pkt., 40c; $\frac{1}{4}$ oz., 90c; 1 oz., \$3.00.

DICENTRA—*Spectabilis* (Bleeding Heart). Rosy red flowers. Tr. pkt., \$1.50; $\frac{1}{32}$ oz., \$2.20; $\frac{1}{16}$ oz., \$4.00.

Eximia (Plumy Bleeding Heart). Dwarf, 12 in. Rose-pink.

Tr. pkt., 40c; $\frac{1}{4}$ oz., \$1.10.

DICTAMNUS—*Fraxinella* (Gas Plant). 1,700 S. Pink with dark veins. Tr. pkt., 30c; $\frac{1}{4}$ oz., 55c; 1 oz., \$1.85.

DIGITALIS—*GLOXINOIDES* (Foxglove). 180,000 S.

Purple **Rose** **White** **Giant Shirley Mixture**

Above 4, each: tr. pkt., 25c; $\frac{1}{4}$ oz., 60c; 1 oz., \$2.15.



GIANT PACIFIC DELPHINIUM

OUR "6 BEST" GIANT PACIFICS

Galahad	Summer Skies	Black Knight
Blue Bird	King Arthur	Guinevere

COLLECTIONS:

Originator's Seed. 1 tr. pkt. each of 6 Best, **\$10.80.**
Regular Seed. 1 tr. pkt. each of 6 Best, **\$8.00.**

GIANT PACIFIC REGULAR STRAIN

Clear White. A fine clear white, large flowered.

Blue Shades. Mixture of light, medium and dark blue shades.

Lavender Pastel Shades. Lavender combinations with dark bee.

Mixture. All colors in this fine type.

Prices above 4, each: tr. pkt., **\$1.00**; $\frac{1}{8}$ oz., **\$2.25**; $\frac{1}{4}$ oz., **\$4.00**; 1 oz., **\$13.50.**

DELPHINIUM CHINENSIS
(*Annual Delphinium*)

(20,000 seeds per oz.)

● **Blue Mirror.** Bright navy-blue flowers without spurs.
Tr. pkt., **55c**; $\frac{1}{4}$ oz., **\$1.25**; 1 oz., **\$3.75.**

● **Cambridge Blue.** The standard Belladonna-blue variety.
Tr. pkt., **40c**; $\frac{1}{4}$ oz., **80c**; 1 oz., **\$2.75.**

Mixture. Tr. pkt., **20c**; $\frac{1}{4}$ oz., **40c**; 1 oz., **\$1.35.**

Florists' Delphinium

(10,000 seeds per oz.)

Delphinium should be a substantial part of almost every grower's program. They're invaluable cut flowers and you'll find a ready demand for plants. The remarkable Giant Pacific Hybrids are "tops" almost everywhere.

For outdoor cut flowers: Sow Sept. 1 thinly, direct to a cold frame—fresh seed and cooler weather then helps sprouting. In late fall remove sash and protect with some loose, coarse material. You'll have fine plants either for field planting or plant sales the next spring.

For greenhouse forcing: Sow Aug. 1, transplant seedlings to cold frame when ready. About Dec. 1 move them to a cold house, spacing 6x8 in. for hybrids; 6x6 in. for Belladonna types. Feb. 1 run them up to 40° nights, gradually increasing to 50°. You'll cut excellent spikes from Mother's Day well into July.

GIANT PACIFIC STRAINS

Court Series

- **Black Knight.** Deep midnight violet. The darkest of all.
- **Blue Bird.** The clearest of medium blues; white bees.
- **Blue Jay.** A brilliant true medium blue with dark bee.
- **Cameliard.** A pure lavender with white bee.
- **Galahad.** The finest clear white Delphinium.
- **Guinevere.** Excellent, light pinkish lavender; white bee.
- **King Arthur.** Royal violet with white bee. Exceptional size.
- **Percival.** Large, glistening white flowers with black bees.
- **Summer Skies.** Light blue with contrasting white bee.
- **6 Best Mix.** Formula mixture of the "6 Best" varieties.
- **Round Table.** Contains all above plus many new colors.

Prices of above:

Originator's Seed (Vetterle & Reinelt). An excellent strain of the Giant Pacifics kept uniform and vigorous by the originator.

1/2 tr. pkt., **\$1.25**; tr. pkt., **\$2.00**; $\frac{1}{8}$ oz., **\$3.00**; $\frac{1}{4}$ oz., **\$5.50**; 1 oz., **\$20.00.**

Regular Seed. A satisfactory strain one generation removed from originator's seed. Grown by a reliable seed producer.

Tr. pkt., **\$1.50**; $\frac{1}{8}$ oz., **\$2.50**; $\frac{1}{4}$ oz., **\$4.50**; 1 oz., **\$15.50.**

ASTOLAT

Pale blush shades with several darker tones including a few raspberry-rose. Dark bees. We supply originator's seed, only. 1/2 tr. pkt., **\$1.50**; tr. pkt., **\$2.25**; $\frac{1}{8}$ oz., **\$4.50**; $\frac{1}{4}$ oz., **\$8.00.**

OTHER VARIETIES

● **Belladonna Imp.** (Cliveden Beauty). A carefully reselected strain of this popular light blue.

Tr. pkt., **40c**; $\frac{1}{4}$ oz., **\$1.00**; 1 oz., **\$3.25**; 4 ozs., **\$11.00.**

Belladonna. Light blue.

Tr. pkt., **35c**; $\frac{1}{4}$ oz., **70c**; 1 oz., **\$2.35.**

● **Bellamosum Improved.** A reselected strain of this standard deep blue.

Tr. pkt., **40c**; $\frac{1}{4}$ oz., **\$1.00**; 1 oz., **\$3.25**; 4 ozs., **\$11.00.**

Lamartine. Deep, bright marine-blue with white eye.

Tr. pkt., **55c**; $\frac{1}{4}$ oz., **\$1.50**; 1 oz., **\$5.00.**

● **Blackmore and Langdon Hybrids.** Shades of blue with contrasting bees. A fine free-flowering hybrid strain.

Tr. pkt., **40c**; $\frac{1}{4}$ oz., **\$1.00**; 1 oz., **\$3.00**; 4 ozs., **\$10.00.**

Sapphire. Large flowered bright blue with small golden bee. Petals have a brilliant, glossy sheen. Slightly lighter than Bellamosum. Tr. pkt., **75c**; $\frac{1}{4}$ oz., **\$2.00**; 1 oz., **\$6.00.**

Wrexham or Hollyhock Strain. Extra large, tapering spikes. Tr. pkt., **55c**; $\frac{1}{4}$ oz., **\$1.75**; 1 oz., **\$6.00.**

Gold Medal Hybrids. Tr. pkt., **30c**; $\frac{1}{4}$ oz., **55c**; 1 oz., **\$1.75.**

Cardinale. Bright scarlet.

Tr. pkt., **40c**; $\frac{1}{4}$ oz., **80c**; 1 oz., **\$2.50.**

PERENNIALS, Continued

DORONICUM—*Caucasicum Magnificent*. 18,000 S. 2 ft. Large yellow Gerbera-like flowers with long stems. Keeps well when cut. Tr. pkt., \$1.00; $\frac{1}{8}$ oz., \$2.25.

ECHINOPS—*Ritro* (Globe Thistle). 688 heads to oz. Blue flower heads $1\frac{1}{2}$ to 2 inches in diameter. Tr. pkt., 40c; $\frac{1}{4}$ oz., \$1.10; 1 oz., \$3.25.

EDELWEISS. See Leontopodium, page 20.

EREMURUS—*Robustus* (Foxtail Lily). (New.) 8 ft. Huge 3-ft. spikes of bright rose-pink. Blooms in 3 years from seed. Tr. pkt., \$1.00; $\frac{1}{4}$ oz., \$3.50.

EUPHORBIA—*Corollata* (Wild Baby's Breath). 8,700 S. 24 in. Small white flowers. Tr. pkt., 40c; $\frac{1}{8}$ oz., \$1.25; $\frac{1}{4}$ oz., \$2.25.

Myrsinites. 2,500 S. 6 to 8 in. Silvery foliage. Tr. pkt., 35c; $\frac{1}{8}$ oz., \$1.00.

Polychroma. 7,000 S. 15 to 18 in. Bushy plants with bracts of bright yellow changing to rosy bronze. Tr. pkt., 60c; $\frac{1}{16}$ oz., \$1.35.

FEVERFEW. See Matricaria, page 20.

GAILLARDIA—*GRANDIFLORA*. 9,500 S. • **Dazzler**. The standard fine cutting strain. Golden yellow with maroon center.

• **Monarch Strain**. A very superior mixture.

Above 2, each: tr. pkt., 30c; $\frac{1}{4}$ oz., 55c; 1 oz., \$1.85.

• **Burgundy**. Wine-red. Tr. pkt., 30c; $\frac{1}{4}$ oz., 75c; 1 oz., \$2.35.

Portola Hybrids Mixed. Large maroon-red flowers tipped with yellow. Tr. pkt., 30c; $\frac{1}{4}$ oz., 80c; 1 oz., \$2.40.

Goblin. Compact plants; red and yellow bicolored flowers. Tr. pkt., 25c; $\frac{1}{4}$ oz., 75c; 1 oz., \$2.35.

Aurea Pura. Pure yellow. Tr. pkt., 30c; $\frac{1}{4}$ oz., 60c; 1 oz., \$2.00.

GEUM—7,000 S. **Lady Stratheden**. Yellow.

Mrs. Bradshaw. Red.

Above 2, each: tr. pkt., 30c; $\frac{1}{4}$ oz., 90c; 1 oz., \$2.70.

GILIA—*Coronopifolia* (Standing Cypress). 18,000 S. Heads of scarlet flowers on 5-ft. plants. Tr. pkt., 30c; $\frac{1}{8}$ oz., 65c; $\frac{1}{4}$ oz., \$1.10; 1 oz., \$3.30.

GYPSOPHILA—• **Pacifica**. 34,000 S. 24 in. Starry pink flowers in Sept. and Oct. Tr. pkt., 30c; $\frac{1}{4}$ oz., 80c; 1 oz., \$2.85.

Oldhamiana. Feathery light pink. Oct. flowering; watch frost dates. Tr. pkt., 25c; $\frac{1}{4}$ oz., 75c; 1 oz., \$2.50.

PANICULATA. • **Double Snow Flake**. 40 in. About 50% are double flowering. Tr. pkt., 40c; $\frac{1}{4}$ oz., \$1.40; 1 oz., \$4.75.

Single White. 40 in. Tr. pkt., 25c; 1 oz., \$1.00; 4 ozs., \$3.00.

REPENS. **Rose**. 6 in. Tr. pkt., 30c; $\frac{1}{4}$ oz., 80c; 1 oz., \$2.50.

HELIANTHEMUM—*Mutabile* (Sun Rose). 15,000 S. 8 to 10 in. Attractive dwarf rock plant. Tr. pkt., 25c; $\frac{1}{4}$ oz., 45c; 1 oz., \$1.40.

HELLEBORUS—*Niger* (Christmas Rose). 3,600 S. Attractive 2½-in. white flowers; basal foliage. Seed should be frozen before sowing, or sown outdoors in fall for best results. Tr. pkt., 30c; $\frac{1}{4}$ oz., 60c; 1 oz., \$1.80.

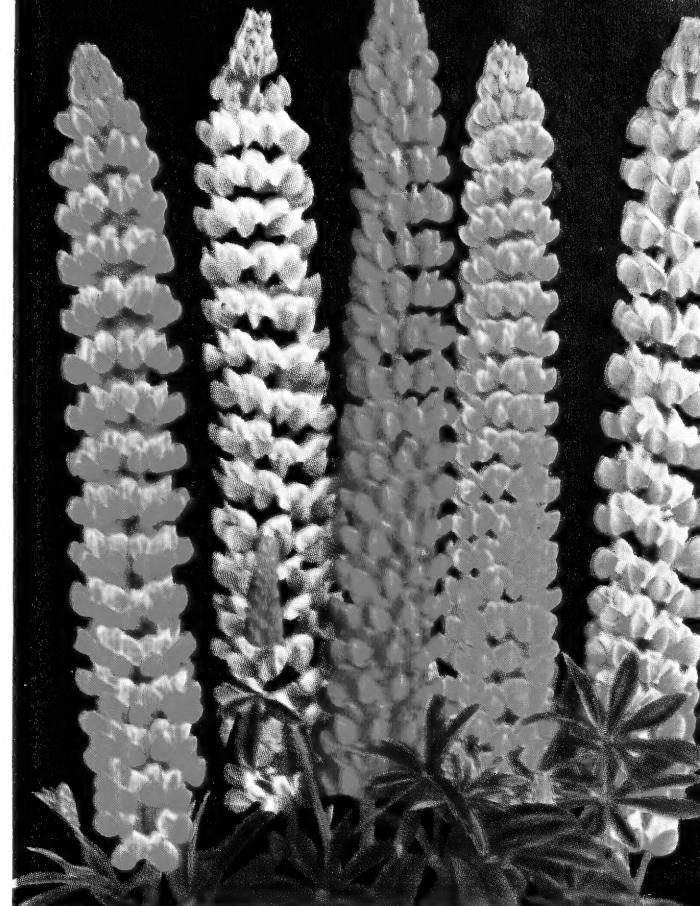
Choice Mixed (Hybrids). Tr. pkt., 60c; $\frac{1}{4}$ oz., \$1.20; 1 oz., \$3.60.

HESPERIS—*MATRONALIS* (Sweet Rocket). 15,000 S. Sweet scented.

Violet **White**
Above 2, each: tr. pkt., 20c; $\frac{1}{4}$ oz., 35c; 1 oz., \$1.00.

HEUCHERA—*SANGUINEA* (Coral Bells). 750,000 S. 24 in. **Splendens**. Crimson.

Hybrida Mixed. Shades of red through rose and white. Above 2, each: tr. pkt., 60c; $\frac{1}{16}$ oz., \$1.75; $\frac{1}{8}$ oz., \$3.25.



LUPINE RUSSELL STRAIN

See Next Page



HIBISCUS—*Mallow Marvels Mixed*. 7,000 S. Ours is an extra large-flowered strain. Tr. pkt., 25c; $\frac{1}{4}$ oz., 60c; 1 oz., \$1.80

• **Avalon**. (New.) 5 ft. This is an exceptional mixture of genuine F₂ Hybrids with colors ranging from blush-pink to bright red. The blooming period (early July to late September) is much longer and the flowers larger than the regular Mallow Marvels. Tr. pkt., 35c; $\frac{1}{4}$ oz., \$1.00; 1 oz., \$3.00.

HOLLYHOCK—*Imperator Improved*. 2,700 S. Choice double-crested mixture. Tr. pkt., 30c; $\frac{1}{4}$ oz., 60c; 1 oz., \$2.00.

Allegheny Mixed. Single and semi-double types. Tr. pkt., 25c; $\frac{1}{4}$ oz., 50c; 1 oz., \$1.50.

• **Triumph**. Double-fringed flowers in delicate art shades. Tr. pkt., 30c; $\frac{1}{4}$ oz., 60c; 1 oz., \$1.80.

CHATER'S DOUBLE. 3,100 S. The standard double Hollyhock.

Chamois	Sulphur-Yellow	Newport Pink
Scarlet	Lilac Beauty	Black . Deep maroon.
Deep Rose	White	Mixture

Above 9, each: tr. pkt., 35c; $\frac{1}{4}$ oz., 65c; 1 oz., \$2.00.

IBERIS—*Gibraltarica* (Hardy Candytuft). 11,500 S. 12 in. Large flowered lilac. Tr. pkt., 25c; $\frac{1}{4}$ oz., 50c; 1 oz., \$1.50.

Sempervirens. 12 in. White flowers in late May. Tr. pkt., 55c; $\frac{1}{4}$ oz., \$1.35; 1 oz., \$4.75.

Jucunda. 4 in. Pink flowers. Tr. pkt., 50c; $\frac{1}{16}$ oz., \$1.50; $\frac{1}{4}$ oz., \$5.40.

INCARVILLEA—*Grandiflora Brevipes*. 6,000 S. Brilliant dark rose.

Delavayi. 24 in. Large, Gloxinia-like, rosy purple flowers. Above 2, each: tr. pkt., 60c; $\frac{1}{4}$ oz., \$1.20.

IRIS—*Dichotoma* (Vesper Iris). 7,000 S. Assorted colors; fragrant. Tr. pkt., 35c; $\frac{1}{4}$ oz., 70c; 1 oz., \$2.10.

Kaempferi. A wide variety of colors; many doubles. Tr. pkt., 40c; $\frac{1}{4}$ oz., 75c; 1 oz., \$2.35.

LATHYRUS—*LATIFOLIUS* (Hardy or Everlasting Sweet Pea). 500 S.

Pink Beauty	White Pearl	Red	Mixture
Above 4, each: tr. pkt., 25c; $\frac{1}{4}$ oz., 50c; 1 oz., \$1.50.			

LAVANDULA—• **Munstead Strain**. 32,000 S. 12 in. Freely produces large, sweet-scented flowers. Tr. pkt., 40c; $\frac{1}{4}$ oz., \$1.25; 1 oz., \$3.75.

PERENNIALS, Continued

LEONTOPODIUM—Alpinum (Edelweiss). 275,000 S. Small greenish white flowers. Tr. pkt., 60c; $\frac{1}{16}$ oz., \$1.10; $\frac{1}{8}$ oz., \$2.00.

LIATRIS (Gayfeather)—● **Pycnostachya**. 9,500 S. Long-spiked purple.

Scariosa Purple

Above 3, each: tr. pkt., 35c; $\frac{1}{4}$ oz., \$1.00; 1 oz., \$3.00.

● **September Glory**. Tall growing with purple spikes. Tr. pkt., 60c; $\frac{1}{4}$ oz., \$2.00; 1 oz., \$6.00.

LILIES—White Queen (Canadian hardy strain). 8,200 S. Finest white seed-propagated Lily. $\frac{1}{2}$ tr. pkt., 75c; tr. pkt., \$1.25; $\frac{1}{8}$ oz., \$2.75; $\frac{1}{4}$ oz., \$5.00.

Candidum (Madonna Lily). Tall pure white. Tr. pkt., \$1.25; $\frac{1}{8}$ oz., \$2.75; $\frac{1}{4}$ oz., \$5.25; 1 oz., \$16.50.

Formosanum, Giant Flowered. White. Tr. pkt., 60c; $\frac{1}{4}$ oz., \$1.25; 1 oz., \$3.75; 4 ozs., \$13.00.

Henryi. Orange, spotted brown. Tr. pkt., 75c; $\frac{1}{4}$ oz., \$2.00; 1 oz., \$6.00.

Regale (Regal Lily). 6,500 S. White with yellow throat; pink reverse. Tr. pkt., 25c; $\frac{1}{4}$ oz., 60c; 1 oz., \$1.50; 4 ozs., \$5.00.

Tenuifolium (Coral Lily). Medium sized flowers of brilliant coral-red. Tr. pkt., 60c; $\frac{1}{4}$ oz., \$1.50; 1 oz., \$4.50.

LINUM—Perenne (Perennial Flax). 8,500 S. Blue. Tr. pkt., 20c; 1 oz., 60c.

Flavum Compactum. Yellow. Tr. pkt., 40c; $\frac{1}{4}$ oz., 80c; 1 oz., \$2.50.

Collinum. Dwarf growing, light blue. Tr. pkt., 40c; $\frac{1}{4}$ oz., 80c; 1 oz., \$2.50.

LOBELIA—Cardinalis (Cardinal Flower). 725,000 S. 36 in. Bright cardinal-red. Tr. pkt., 40c; $\frac{1}{8}$ oz., 90c; $\frac{1}{2}$ oz., \$2.70.

LUNARIA—BIENNIS (Honesty or Money Plant). 1,500 S. **White** **Mixture**

Above 2, each: tr. pkt., 25c; $\frac{1}{4}$ oz., 40c; 1 oz., \$1.40.

LUPINE—POLYPHYLLUS (Hardy Lupine).

● **RUSSELL STRAIN**

1,000 S. Long, closely set spikes of extra large florets in rich self colors and unusual bicolors. Developed by a famous English specialist.

RESELECTED STOCK (Originator's packets). 24 seeds, 40c; 65 seeds, 65c; 150 seeds, \$1.25; 350 seeds, \$2.50.

REGULAR SEED. Tr. pkt., 40c; $\frac{1}{4}$ oz., 65c; 1 oz., \$2.10; 4 ozs., \$6.50.

Dark Blue

Rose

White

Above 3, each: tr. pkt., 35c; $\frac{1}{4}$ oz., 65c; 1 oz., \$2.00.

● **Harkness Regal Mixture**. The standard fine hybrid mixture. Tr. pkt., 20c; $\frac{1}{4}$ oz., 35c; 1 oz., \$1.10.

LYCHNIS—Chalcedonica (Maltese Cross). 64,000 S. 36 in. **Scarlet**. Tr. pkt., 25c; $\frac{1}{4}$ oz., 45c; 1 oz., \$1.40.

Rose. 5 in. Brilliant rose, for rock gardens. Tr. pkt., 50c; $\frac{1}{8}$ oz., \$1.50.

Forrestii. 15 in. Rose, lilac, white and red. Excellent cut flower and bedding plant. Tr. pkt., 35c; $\frac{1}{4}$ oz., 80c; 1 oz., \$2.40.

MATRICARIA (Feverfew)—**CAPENSIS**. 145,000 S. 18 in. grown outside; 3 to 5 ft. when grown in greenhouse. Sowings made during January will provide a welcome cut the same summer.

● **BALL DOUBLE WHITE IMPROVED**

This strain has been carefully reselected for fully double flowers, and our own trials show it to be well over 90% true, double, imbricated blooms. Nearly all of the single and anemone types have been removed. Tr. pkt., \$1.00; $\frac{1}{16}$ oz., \$2.00; $\frac{1}{4}$ oz., \$6.00; 1 oz., \$18.00.

PYRETHRUM, ROBINSON'S DARK CRIMSON
See Opposite Page



MATRICARIA, Continued

Double White, Regular. A regular strain of double and semi-double Matricaria with some showing yellow centers. Tr. pkt., 40c; $\frac{1}{8}$ oz., \$1.10; $\frac{1}{4}$ oz., \$2.00; 1 oz., \$6.00.

ALL-DOUBLE DWARF. 8-10 in. For pots or borders.

● **Golden Nuggets**. Tr. pkt., 35c; $\frac{1}{16}$ oz., 60c; $\frac{1}{4}$ oz., \$2.00.

● **Snow Puffs**. Tr. pkt., 35c; $\frac{1}{16}$ oz., 60c; $\frac{1}{4}$ oz., \$2.00.

MYOSOTIS (Forget-me-not)—● **Blue Bird** (Oblongata). 31,500 S. 12 in. Standard blue for spring greenhouse flowering. Tr. pkt., 40c; $\frac{1}{4}$ oz., 90c; 1 oz., \$3.25.

Palustris Semperflorens. 47,500 S. Dwarf blue. 12 in. Flowers from early spring until autumn. Tr. pkt., 40c; $\frac{1}{4}$ oz., 90c; 1 oz., \$3.25.

VICTORIA. 42,000 S. A dwarf compact strain. 6 to 8 in.

Dark Blue **Rose** **White** **Dwarf Mixed**
Above 4, each: tr. pkt., 40c; $\frac{1}{8}$ oz., 90c; $\frac{1}{4}$ oz., \$1.65; 1 oz., \$4.90.

ALPESTRIS. **Blue Eyes**. 42,500 S. Early flowering bright blue with white eyes. Tr. pkt., 60c; $\frac{1}{4}$ oz., \$1.50; 1 oz., \$4.75.

● **Royal Blue** (Indigo Blue). Deep rich blue. Tr. pkt., 40c; $\frac{1}{4}$ oz., 85c; 1 oz., \$3.00.

NEPETA—Mussini (June-flowering Catnip). 52,000 S. 12 in. Aromatic foliage and light blue flowers. Tr. pkt., 30c; $\frac{1}{4}$ oz., 90c; 1 oz., \$2.70.

OENOTHERA—Youngi (Sundrop). 350,000 S. 18 in. Large yellow blooms. Tr. pkt., 25c; $\frac{1}{4}$ oz., 65c; 1 oz., \$2.00.

Missouriensis. 12 in. Large flowered yellow. Tr. pkt., 30c; $\frac{1}{4}$ oz., \$1.20.

PENTSTEMON—Avalon Hybrids. 15,000 S. 3 ft. Spikes of fine large flowers in an extremely wide and unusual range of colors. The result of crossing 2 distinct species. Tr. pkt., 40c; $\frac{1}{8}$ oz., 80c; $\frac{1}{4}$ oz., \$1.50.

PEONY—Garden Varieties Mixed (New). Both double and single types are represented in this assortment of colors. Blooms in 3 years from seed. 100 seeds, \$2.50.

PHLOX—Decussata Mixture. 2,500 S. 3 ft. Large brilliantly colored types. Tr. pkt., 40c; $\frac{1}{4}$ oz., 80c; 1 oz., \$2.50.

● **Beltsville Beauty**. A greatly improved perennial Phlox. Large flowered, and a wide assortment of colors. Tr. pkt., 75c; $\frac{1}{4}$ oz., \$1.70; 1 oz., \$5.00.

PHYSALIS—Francheti (Chinese Lantern Plant). 18,000 S. Giant orange-scarlet pods. Tr. pkt., 30c; $\frac{1}{4}$ oz., 80c; 1 oz., \$2.50.

PHYSOSTEGIA—Virginica (False Dragonhead). 16,000 S. 4 ft. Rosy lilac. Tr. pkt., 60c; $\frac{1}{4}$ oz., \$1.50; 1 oz., \$5.00.

PLATYCODON—GRANDIFLORUM (Balloon Flower). 28,000 S. 24 in.

Blue. A clear deep violet-blue.

White **Shell Pink** (New).

Above 3, each: tr. pkt., 40c; $\frac{1}{8}$ oz., 90c; $\frac{1}{4}$ oz., \$1.60.

MARIESI. **Dwarf Blue**. 16 in. **Dwarf White**. 16 in.

Above 2, each: tr. pkt., 40c; $\frac{1}{8}$ oz., 90c; $\frac{1}{4}$ oz., \$1.60.

PERENNIALS, Continued

POPPY—**ORIENTALE** (Oriental Poppy). 140,000 S. **Beauty of Livermere**. Dark oxblood-red. Tr. pkt., **35c**; $\frac{1}{4}$ oz., **\$1.25**. **Brilliant**. Fiery red. Tr. pkt., **35c**; $\frac{1}{8}$ oz., **\$1.00**; $\frac{1}{4}$ oz., **\$1.75**. **Princess Victoria Louise**. The standard light orange. Tr. pkt., **35c**; $\frac{1}{4}$ oz., **\$1.00**; 1 oz., **\$3.75**. **Salmon Shades**. Tr. pkt., **40c**; $\frac{1}{8}$ oz., **\$1.10**; $\frac{1}{4}$ oz., **\$1.85**. **Mixture**. Tr. pkt., **40c**; $\frac{1}{4}$ oz., **\$1.25**; 1 oz., **\$4.25**.

PRIMULA—**VERIS**. • **Colossea**. 33,000 S. Unusual colors. Tr. pkt., **\$1.25**; $\frac{1}{8}$ oz., **\$3.00**; $\frac{1}{4}$ oz., **\$5.25**; 1 oz., **\$17.00**. **Giant Munstead Strain**. Shades of yellow. Tr. pkt., **\$1.25**; $\frac{1}{8}$ oz., **\$3.00**; $\frac{1}{4}$ oz., **\$5.25**; 1 oz., **\$17.00**. • **Polyanthus Mixture** (Unwin's Strain). Tr. pkt., **\$1.00**; $\frac{1}{8}$ oz., **\$2.25**; $\frac{1}{4}$ oz., **\$4.25**; 1 oz., **\$12.50**. • **Giant Monarch Strain**. A fine large-flowered mixture. Tr. pkt., **\$1.25**; $\frac{1}{8}$ oz., **\$3.00**; $\frac{1}{4}$ oz., **\$5.25**; 1 oz., **\$17.00**.

MISCELLANEOUS HARDY PRIMULAS

DENTICULATA

Large heads of flowers. Colors vary from white to deep rosy lilac. Tr. pkt., **\$1.00**; $\frac{1}{16}$ oz., **\$2.40**; $\frac{1}{4}$ oz., **\$9.00**.

Giant Crimson **Giant Yellow** **Giant White**
Above 3, each: tr. pkt., **80c**; $\frac{1}{16}$ oz., **\$1.85**; $\frac{1}{8}$ oz., **\$3.25**. **Blue Flowered**. Tr. pkt., **\$1.00**; $\frac{1}{32}$ oz., **\$2.75**; $\frac{1}{16}$ oz., **\$5.25**. **Vulgaris** (True Yellow English Primrose). 6 in. Tr. pkt., **60c**; $\frac{1}{4}$ oz., **\$1.75**; 1 oz., **\$6.50**.

Cashmeriana. Ball-shaped heads of rich purple flowers with yellow centers. Tr. pkt., **\$1.00**; $\frac{1}{16}$ oz., **\$2.40**; $\frac{1}{4}$ oz., **\$9.00**. **Japonica**. Crimson, rose and pink flowers borne in whorls on 6-9 inch stems. Tr. pkt., **40c**; $\frac{1}{8}$ oz., **\$1.00**.

PYRETHRUM—ROSEUM (Painted Daisy). 18,000 S.

Atrosanguineum. A popular dark crimson strain.

Rose. Single pink flowers.

Robinson's Dark Crimson. Giant flowered, dark red.

• Robinson's Mixture

Large single mixture.

Semi-Double Mixture. An excellent strain.

Above 5, each: tr. pkt., **60c**; $\frac{1}{4}$ oz., **\$1.50**; 1 oz., **\$4.75**.

• Double Mixture

The finest double Pyrethrum. Tr. pkt., **60c**; $\frac{1}{8}$ oz., **\$1.50**; $\frac{1}{4}$ oz., **\$2.75**; 1 oz., **\$8.25**.

Parthenifolium Aureum (Golden Feather). Dwarf; yellow-green foliage. Tr. pkt., **25c**; $\frac{1}{4}$ oz., **60c**; 1 oz., **\$1.80**.

RUDBECKIA—PURPUREA (Echinacea). 7,000 S. 4 ft. Reddish purple. Tr. pkt., **35c**; $\frac{1}{4}$ oz., **\$1.00**; 1 oz., **\$3.50**.

SALVIA—PATENS

3,800 S. 30 in. Navy blue. Tr. pkt., **60c**; $\frac{1}{4}$ oz., **\$1.50**; 1 oz., **\$4.75**.

SAPONARIA—OCYMOIDES

5,500 S. 12 in. Hardy rock plant. Rose-pink flowers. Tr. pkt., **30c**; $\frac{1}{4}$ oz., **75c**; 1 oz., **\$2.25**.

SCABIOSA—CAUCASICA

2,400 S. 30 in. **Goldingensis**. Large flowered, fine deep lavender. Tr. pkt., **60c**; $\frac{1}{4}$ oz., **\$1.75**; 1 oz., **\$5.25**.

Perfecta. Improved large flowered form of this lilac-lavender strain. Tr. pkt., **35c**; $\frac{1}{4}$ oz., **80c**; 1 oz., **\$2.60**.

• House Hybrids

Large flowers ranging from white to deep blue. Tr. pkt., **40c**; $\frac{1}{4}$ oz., **\$1.10**; 1 oz., **\$3.75**.

SEDUM—Golden Carpet (Acre)

3 in. A very nice extra dwarf evergreen. Small, light yellow flowers produced in June. Very strong, hardy grower. Tr. pkt. (3,000 seeds or more), **50c**.

Rock Garden Blend. Many species with various colors and forms make up this interesting mixture.

Tr. pkt. (3,000 seeds or more), **50c**.

STATICE—CASPIA

170,000 S. 30 in. Seedlings flower second season. Lilac. Tr. pkt., **30c**; $\frac{1}{4}$ oz., **80c**; 1 oz., **\$2.75**.

• DUMOSA

19,000 S. 18 in. Dense clumps of silvery gray flowers. Tr. pkt., **40c**; $\frac{1}{4}$ oz., **\$1.00**; 1 oz., **\$3.00**.

• LATIFOLIA

(Sea Lavender). 40,000 S. 30 in. Standard blue perennial Statice. Tr. pkt., **30c**; $\frac{1}{4}$ oz., **65c**; 1 oz., **\$2.00**.

Perezi. 14,000 S. Flowers in large lavender heads first year from seed. Tr. pkt., **30c**; $\frac{1}{4}$ oz., **75c**; 1 oz., **\$2.25**.

STOKESIA—**Cyanea** (Stokes' Aster). 3,300 S. 16 in. Large blue flowers. Tr. pkt., **35c**; $\frac{1}{4}$ oz., **\$1.00**.

HALICTRUM—**Dipterocarpum** (Meadow Rue). 12,000 S. 3-4 ft. Rosy purple flowers. Tr. pkt., **30c**; $\frac{1}{4}$ oz., **75c**; 1 oz., **\$2.35**.

THERMOPSIS—**Caroliniana**. 6,500 S. 3-5 ft. Long panicles of yellow pea-shaped flowers. Tr. pkt., **30c**; $\frac{1}{4}$ oz., **75c**; 1 oz., **\$2.35**.

TRITOMA (Red Hot Poker). 20,000 S.

• **Pfitzer's Red**. Brilliant red.

Mirabilis. Yellow and orange shades.

Above 2, each: tr. pkt., **30c**; $\frac{1}{4}$ oz., **60c**; 1 oz., **\$2.00**.

TROLLIUS—8,000 S. Soak seed in hot water 30 minutes before sowing.

Lebedouri, Orange (Globeflower). The standard variety. Tr. pkt., **60c**; $\frac{1}{16}$ oz., **\$1.25**; $\frac{1}{8}$ oz., **\$2.25**.

Europaeus (Golden Ball). Tr. pkt., **40c**; $\frac{1}{8}$ oz., **\$1.10**; $\frac{1}{4}$ oz., **\$2.00**.

Hybrids Mixed. Beautiful variations in both form and shades. Tr. pkt., **40c**; $\frac{1}{8}$ oz., **\$1.50**; $\frac{1}{4}$ oz., **\$2.70**.

VERONICA—**SPICATA, DWARF MIXED** (Speedwell). 250,000 S. Easily grown; brightly colored. Tr. pkt., **35c**; $\frac{1}{4}$ oz., **90c**; 1 oz., **\$2.70**.

VIOLA—**CORNUTA, APRICOT**. 24,000 S. Prefer Chantreyland. Tr. pkt., **55c**; $\frac{1}{8}$ oz., **\$1.15**; $\frac{1}{4}$ oz., **\$2.10**; 1 oz., **\$6.50**.

Arkwright Ruby. Maroon-scarlet with dark center. Tr. pkt., **60c**; $\frac{1}{8}$ oz., **\$1.60**; $\frac{1}{4}$ oz., **\$2.90**; 1 oz., **\$9.00**.

• **Blue Perfection**. Large flowered clear medium blue. Tr. pkt., **60c**; $\frac{1}{8}$ oz., **\$1.20**; $\frac{1}{4}$ oz., **\$2.25**; 1 oz., **\$6.50**.

• **Chantreyland**. Extra large flowered true apricot. Tr. pkt., **60c**; $\frac{1}{8}$ oz., **\$1.15**; $\frac{1}{4}$ oz., **\$2.20**; 1 oz., **\$6.50**.

Firmament. Free blooming, clear sky-blue. Tr. pkt., **60c**; $\frac{1}{16}$ oz., **\$1.15**; $\frac{1}{8}$ oz., **\$2.20**.

Jersey Gem. Deep orchid. Tr. pkt., **60c**; $\frac{1}{16}$ oz., **\$1.15**; $\frac{1}{8}$ oz., **\$2.25**.

King Henry. Rich violet-blue with lavender center and small yellow eye. Tr. pkt., **60c**; $\frac{1}{8}$ oz., **\$1.15**; $\frac{1}{4}$ oz., **\$2.20**; 1 oz., **\$6.50**.

• **Lutea Splendens**. Clear golden yellow. Tr. pkt., **60c**; $\frac{1}{8}$ oz., **\$1.60**; 1 oz., **\$5.25**.

Papilio. Blue with white combinations. Extra dwarf and free-flowering. Tr. pkt., **40c**; $\frac{1}{4}$ oz., **\$1.25**; 1 oz., **\$4.25**.

Puck. Yellow and purple. Tr. pkt., **40c**; $\frac{1}{4}$ oz., **\$1.35**; 1 oz., **\$4.25**.

Scottish Mixed. Mostly solid colors in shades of white, yellow, blue and purple. Larger blooms than our regular Large Flowered Mixture. Tr. pkt., **40c**; $\frac{1}{16}$ oz., **\$1.15**; $\frac{1}{8}$ oz., **\$3.35**; 1 oz., **\$10.00**.

• **White Perfection**. Small pure white. Tr. pkt., **40c**; $\frac{1}{4}$ oz., **\$1.35**; 1 oz., **\$4.25**.

• **Large Flowered Mixture**. Mixture of large flowered varieties. Tr. pkt., **40c**; $\frac{1}{4}$ oz., **\$1.35**; 1 oz., **\$4.25**.

"JUMP-UPS"

Black Imp. (Nigra).

Blue Elf. (Improved Johnny Jump-Up). 43,000 S. Three-colored blooms. **Sold out till fall**.

Helen Mount. A combination of violet, lavender and canary-yellow.

Above 3, each: tr. pkt., **60c**; $\frac{1}{8}$ oz., **\$1.35**; $\frac{1}{4}$ oz., **\$2.50**.

ODORATA. The popular fragrant "English Violet."

Semperflorens. Deep blue. Tr. pkt., **40c**; $\frac{1}{4}$ oz., **\$1.40**.

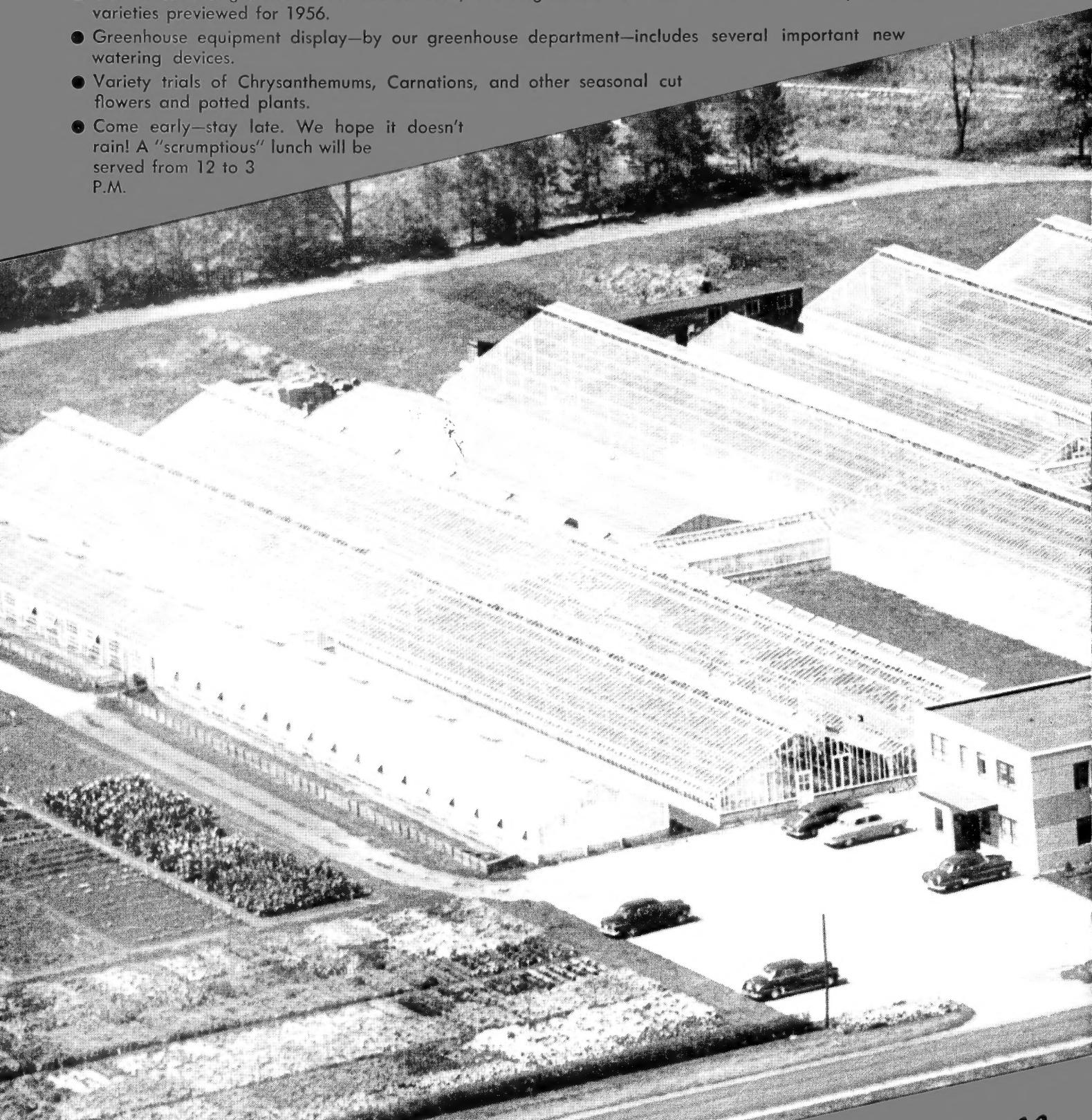
YUCCA—**Hardy Varieties Mixed**. 1,800 S. Striking plants of exotic appearance. Tr. pkt., **30c**; $\frac{1}{4}$ oz., **75c**; 1 oz., **\$2.25**.

You're Cordially Invited . . .

to join your florist friends for our 1955 FIELD DAY, Wednesday, July 27, '55

Among other things you will see:

- "What's New in Bedding Plant Culture?"—a special demonstration display of the latest techniques in bedding plant culture from seed to sale—don't miss this special display!
- Our annual trial grounds—about 500 varieties, including official All-America Selections trials, plus many important new varieties previewed for 1956.
- Greenhouse equipment display—by our greenhouse department—includes several important new watering devices.
- Variety trials of Chrysanthemums, Carnations, and other seasonal cut flowers and potted plants.
- Come early—stay late. We hope it doesn't rain! A "scrumptious" lunch will be served from 12 to 3 P.M.



George Ball
INC
WEST CHICAGO
ILLINOIS